

Invest Limerick

You're in Good
Company

 GLASS LEWIS
 ANALOG DEVICES
AHEAD OF WHAT'S POSSIBLE™

REGENERON
IRELAND

Johnson & Johnson
VISION CARE (IRELAND)



UBER



GILT

KEMP
APPLICATION DELIVERY

RUSAL
AUGHINISH

viagogo

 NORTHERN TRUST

Welcome to the neighbourhood...

Why Limerick?

Located on the western periphery of Europe, just 20 minutes from Shannon International Airport, Limerick is Ireland's third largest city, attracting a pool of young, energetic and talented people. Commercial, office and residential properties are competitively priced in comparison to other European rival cities; our road and rail network reflects Limerick's accessibility; within 2 hours of Ireland's other urban centres and Limerick's location offers a unique opportunity to enjoy a quality of life where city and country living co-exist harmoniously.

We have a track record in attracting and retaining leading global companies, which continue to expand their Limerick footprint, reflecting our globally competitive, talent-driven value proposition.

Businesses who choose to invest in Limerick succeed.



CONNECTED AROUND THE WORLD!

450,927 PEOPLE WITHIN A 60 MIN DRIVE

TOP TEN INVESTMENT CITY TO INVEST IN EUROPE**

COMMERCIAL PROPERTY PRICES 30% - 50% LESS THAN RIVALS

LIMERICK AWARDED EUROPEAN CITY OF THE FUTURE*

SHANNON FOYNES PORT COMPANY: IRELAND'S LARGEST BULK PORT

DESIGNATED EUROPEAN TEN-T CORE PORT
ONLY IRISH PORT HANDLING 200,000 DWT VESSELS

2 HOURS MOTORWAY DRIVE TO DUBLIN

ALMOST 50% POPULATION < 35 YEARS

STUDENT POPULATION > 20,000 ACROSS 3 HIGHER EDUCATION INSTITUTES

100,000 URBAN POPULATION

Aerial shot of Limerick City

*Reference to 2016/2017 FDI Magazine published by FDI Intelligence
** 6th Global 'Best to Invest Report' (compiled by Site Selection)

Why Limerick?

Coming to Limerick means you'll be in good company. In fact, some of the best companies in the world have made Limerick their home. We asked a few why that is.

The world's leading on-demand car service Uber - established in San Francisco by entrepreneurs Garrett Camp and Travis Kalanick in 2009 - is today one of the fastest growing companies in the world with a presence across six continents, 60 countries and over 375 cities.

In 2015, Uber established its first Centre of Excellence outside of the US in the heart of Limerick's city centre. The Centre which will employ up to 300 staff, when the facility is fully operational, is a major hub of Uber's support organisations across Europe, the Middle East and Africa, driving innovation and service excellence for the community of users in EMEA.

Uber Ireland General Manager, Kieran Harte says he is in no doubt that his firm made the right decision in locating in Limerick "our short history proves we do not make many wrong decisions. I would be positive about why we chose Limerick. We know Limerick is going to give us exactly what we need moving forward. It has fantastic talent and really bright young minds."

"We know Limerick is going to give us exactly what we need moving forward. It has fantastic talent and really bright young minds"

KIERAN HARTE, UBER IRELAND, GENERAL MANAGER

ALICE O'DWYER
VP, COOK GROUP EUROPE
HUMAN RESOURCES

Cook Medical is in Limerick for 20 years, choosing to locate here for many reasons including the pool of available talent, the proximity to the University of Limerick, the ease of access to Shannon from the U.S. and the similarities that existed between the Irish and American cultures, amongst other factors. Limerick is now Cook Medical's largest facility in Europe with a team of over 850 people representing 25 nationalities. The availability of top class talent and expertise in this region is a huge factor in the growth and success of the Limerick facility.

"Top class talent and expertise"

We have been impressed by the positive, can-do attitude of the local community and the support we have received at every stage of this process. Thank you for the warmth of your welcome and for making us feel at home here in Limerick.

"Positive, can-do attitude"

DAN VAN PLEW
REGENERON
EXECUTIVE
VICE-PRESIDENT

What retains Analog's presence in Limerick hasn't changed in the last 40 years. The availability of diverse, innovative and talented people who demonstrate the adaptability, resilience and flexibility required to meet the demands of what is one of the world's most complex, dynamic and fastest changing industries. Allied to this is an advanced telecommunications infrastructure and vital to the global business enterprise that now exists is direct connectivity to US from Shannon.

"It's Flexible"

DENIS DOYLE
ANALOG DEVICES
VICE PRESIDENT IRELAND
MANUFACTURING OPERATIONS

We have a long association with Limerick which has been the home of our customer care contact centre for almost 15 years. Limerick is ideal for anyone looking to have access to a young and skilled workforce, excellent academic institutions and a gateway for national and international destinations.

TONY HANWAY
VIRGIN MEDIA
CEO

"Access to a young and skilled workforce"

"A city that is going places"

Our history in Limerick goes back 25 years! The communities and networks that surround us here add significantly to that - the business, education and social & community networks, allied with the ability of our people to live a great quality of life, has helped to make our success more enduring. We are proud to be a Limerick team and to operate within a Limerick culture that is currently expanding, and a city that is going places!

TIMMY O'DWYER
DELL
EXECUTIVE DIRECTOR
GLOBAL SERVICE PARTS
OPERATIONS AND
LIMERICK SITE LEADER

When KEMP decided to locate its EMEA HQ in Limerick, we were promised the ability to forge strong connections with other businesses in the area, easy accessibility to Shannon Airport for those all-important transatlantic flights to our global HQ in NYC and access to an experienced, innovative and enthusiastic talent pool. Limerick has delivered all of these promises in spades and much more.

MARGUERITE O'GRADY
KEMP TECHNOLOGIES LTD.
MANAGING DIRECTOR, EMEA

"Easy accessibility to Shannon Airport"

"Committed People"

TOM STAED
STRYKER
PLANT MANAGER

Stryker is one of the world's leading medical technology companies and together with our customers, we are driven to make healthcare better. Access to a well-educated and flexible pool of talented, motivated and committed

people, combined with strong links to local institutions are key factors in our 44-year association with Limerick and the surrounding communities.

A Community with *Vision*

Limerick is energetic and confident. It is a community that prides itself on a spirit of collaboration and ambition. The commitment to cohesion and convergence in Limerick is driven by a certainty that what we do together is greater than the sums of the parts we play on our own. Limerick's business leaders are renowned for their welcome and can-do attitude. The €1bn transformational **Limerick 2030 Vision: An Economic and Spatial Plan for Limerick** and the **Limerick Charter**, signed in 2013 reflects the innovative approach adopted by our public and private sector leaders, cementing the commitment to cohesion and co-operation.

We invite you to join us and play your part in the Limerick community of the future.

3.5 MILLION / CONNECTIONS / NETWORK GLOBAL LIMERICK NETWORK (GLN)

With over 3.5 million people from and with a connection to Limerick City, County and region; the Global Limerick Network (GLN) was established in 2013 to provide an active platform for people from Limerick to meet, re-establish connections and build new friendships, to learn about their communities, exchange information, network and share ideas.



Milk Market



Team Limerick Clean-up



Golf Adare

Photomontage of potential new public realm and park at Arthur's Quay from Economic and Spatial Plan for Limerick: Vision 2030

talent to share



Limerick is home to three third level academic institutions - the University of Limerick (UL), Limerick Institute of Technology (LIT) and Mary Immaculate College (MIC). Our student population of 20,000 greatly enhances the dynamism, energy and vibrancy of our city. Established in 1899, MIC, a liberal arts and teaching college is Limerick's oldest third level, UL was named the 2015 Sunday Times University of the Year, LIT has repeatedly been named Sunday Times Institute of Technology of the Year and its art school, Limerick School of Art and Design is one of the top 50 design colleges in the world (LSAD).

The collaborative co-operation that exists between our 3rd level institutions as they seek to meet business skills' needs is renowned.

OUR GRADUATES **STAY**
63% OF LIT GRADS REMAIN IN REGION

Graduate Entry Medical School graduates at the University of Limerick

COLLABORATIVE ENTERPRISE ACADEMIA RESEARCH & EDUCATION

UL IS COLLABORATING WITH:

7 OF THE
WORLD'S
LEADING
PHARMACEUTICAL
COMPANIES

OVER 182
RESEARCH
COLLABORATIONS
WITHIN
INDUSTRY

8 OF THE
WORLD'S
LEADING
DAIRY
COMPANIES

9 OF THE
TOP 20 IRISH EXPORTING
COMPANIES

LIT HAS OVER
100 RESEARCH
COLLABORATIONS
WITHIN INDUSTRY

6,000
GRADS
PER YEAR

DEDICATED
START-UP
FUND

CUSTOMISED COURSES
DELIVERED IN RESPONSE TO THE
NEEDS OF INDUSTRY,
E.G. PRECISION ENGINEERING

62% OF 30-34
YEAR OLDS HAVE
COMPLETED THIRD
LEVEL EDUCATION

LSAD - ONE OF THE
TOP 50
FASHION
COLLEGES
IN THE WORLD



a talent for IT

Limerick for IT - A unique collaborative talent solution model

Formed in 2014, Limerick for IT is a unique skills partnership between major industry, including General Motors, Johnson & Johnson and Kerry Group, Dell and Limerick Chamber, together with education providers at UL and LIT; Limerick City and County Council and IDA Ireland. It is a flexible and adaptable employer-led skills cluster that assesses and addresses future skills needs. The model is supplying a talent pipeline for businesses across the region while allowing existing multinationals secure further operational mandates and activities; creating a virtuous circle of emerging skills and jobs.

A key aspect of the success of Limerick for IT is the can-do attitude, which has been adopted by all partners to ensure that Limerick offers talent solution. The timely manner in which the higher education institutes are delivering graduates with the skills required by industry highlights how true partnership can deliver significant impact.

"We are delighted to be a part of the Limerick for IT initiative. A key factor in Johnson & Johnson's recent decision to locate a Software Development Centre in Limerick was the existence of a great partnership between both colleges, local industry, Limerick City and County Council, Government and IDA Ireland. We really believe that Limerick can establish itself as a world-class hub for IT investment."

BARRY O'SULLIVAN, JOHNSON & JOHNSON VISION CARE IRELAND, PLANT MANAGER

L to R: Barry O'Sullivan, Global Manufacturing Manager J&J VisionCare, Janice O'Connell, Head of Department of IT, LIT, Fiona Reilly, Regional Business Development Executive, IDA Ireland, Dave Griffin, Business Development Director, Dell, Paschal Meehan, Head of Faculty of Applied Science, Engineering and Technology at LIT, Ann Ledwith, Director of CPE, UL, John Gleeson, Information Technology, General Motors and Órlaith Borthwick, Programme Manager, Mid West Action Plan for Jobs.

Limerick for Engineering

Limerick for Engineering is a pioneering collaboration between industry and education and training providers. The consortium's focus is to increase the quality and quantity of engineering talent – engineers, technicians and apprentices - available in the region.

It is committed to sustaining growth for the engineering and manufacturing industry and to share expertise and resources to ensure that graduate skills are relevant to career opportunities locally. Industry partners include Analog Devices, Cook Medical, Optel Vision, Stryker, Takumi Precision, Vistakon, Modular Automation and Zimmer, supported by academic partners at LIT and UL and the LCETB.

Flourishing Start-Ups

"We chose Limerick city centre because it sees the future."

GARY HUGHES
TECKRO

Established in Limerick in 2015, Teckro is changing the clinical trial landscape. The company helps study teams, sites and patients to connect effortlessly; broadening the possibilities of what clinical trials can achieve. Teckro make clinical trial interactions easier and more effective for everyone involved.

"We've been very ambitious about Teckro from the start. We wanted to create an environment and culture that would

enable us to develop new and innovative technologies to support clinical research activities by leading pharmaceutical and biotech companies around the world.

There is a real energy in this city. It offers so much in terms of the talent available, the city infrastructure, and the lifestyle it affords to our staff. There is so much that can be achieved here that isn't always possible in other locations. The city is the perfect environment to facilitate our ambitions of building a great team, and producing highly innovative products to compete on a global stage."

GenCell Biosystems – a biotech company that has developed proprietary technologies that address key biological analysis protocols – from library preparation of Next Generation Sequencing (NGS) to genotyping for agricultural applications, was founded by Dr. Kieran Curran, a PhD graduate from the University of Limerick.

In 2014, the Limerick based startup was acquired by Becton Dickinson and Company, a global health leader. Currently employing over 80 people at its Limerick facility - and now part of a global organisation: BD-GenCell is looking forward to a bright future supported by Limerick's extraordinary talent base.

"BD-GenCell is looking forward to a bright future supported by Limerick's extraordinary talent base"

KIERAN CURRAN
GENCELL BIOSYSTEMS
FOUNDER



Samco Manufacturing Ltd based in Adare, Co. Limerick is a multi-award winning company with a staff of 35. The company exports 75% of their production to over 20 countries worldwide.

The *Samco System* is made up of a series of agricultural machines manufactured in Adare, which offers farmers a cost-effective way of growing forage maize in regions around the world where this valuable crop could not traditionally be produced due to climate and soil conditions.

The *Samco System* brand is now globally recognised as one of the solutions to meeting the world's on-going and crucial demand for food. Crop growing around the world is changing and this family business is very much to the fore front of this change, as evidenced in the many accolades this Limerick company has received.

"Exporting 75% of their production to over 20 countries worldwide"

Samco System in use in Canterbury New Zealand



ENTERPRISE ECO SYSTEM

DEDICATED INNOVATION COMPANY - INNOVATE LIMERICK

8 COMMUNITY ENTERPRISE CENTRES

5 R&D INSTITUTES

4 R&D UNITS

4 INCUBATORS

2 TECHNOLOGY CENTRES

IDA Ireland - A winning strategy for Foreign Direct Investment

Ireland is home to over 1,300 overseas company operations. These operations employ almost 200,000 throughout the country and operate in a myriad of industry sectors.

Ireland today is home to nine of the top 10 global software companies as well as nine of the top 10 pharmaceutical companies in the world.

IDA Ireland is Ireland's investment promotion and development agency, responsible for the attraction of foreign direct investment into Ireland. IDA Ireland partners with its existing portfolio of companies, helping them to expand and develop their businesses in Ireland.

To learn more log on to www.idaireland.com or contact our local office at IDA Ireland, Roselawn House, National Technology Park, Limerick + 353 61 200513



Limerick *is* Home

"Our family enjoy a quality of life here that we could never have achieved in a capital city. We now enjoy the best of both worlds, city life with country living."

└ Catherine Duffy,
General Manager,
Northern Trust,
with her family

In touch, with nature

Meet Catherine Duffy Senior Vice-President and General Manager of one of the world's leading financial services institutions, Northern Trust's office in Limerick. Here Catherine shares the successful expansion story of Northern Trust as well as her own experience of moving to, and making the Mid-West, home.

"In 2006 Northern Trust opened its doors in the National Technology Park in Limerick where we had a team of 19 people. Since then we have undergone rapid growth; having expanded into a second facility in Limerick in 2013 we are now in phase three of our development, currently extending our footprint to house an additional 250 staff; by 2017 we will be employing 1,000 people in Limerick. The pace of our progress is significant and testament to the Limerick region as a place which provides talent. Our relationship with the University of Limerick and Limerick Institute of Technology has been crucial in supporting this growth as they continue to supply suitably skilled graduates.

For Northern Trust, Limerick is a super place to do business. Excellent infrastructure. Top class facilities. A superb calibre and pool of graduates...people with experience are coming to our door. It's a great place to live, with a very vibrant city. It's a multicultural destination. It's easily commutable. There is a very strong sporting tradition. There is a plethora of great eateries and an array of independent shops. Northern Trust encourage its employees to be part of the fabric of Limerick by supporting the community through volunteering."

Of course, Catherine's move to Limerick with Northern Trust also meant a significant change for her husband and four children.

"My husband Eugene is a farmer, so he was thrilled with a move to the countryside, although for me, having grown up in Dublin, I was worried about leaving the vibrancy behind. I need not have worried. Our family enjoy a quality of life here that we could never have achieved in a capital city. We now enjoy the best of both worlds, city life with country living. We love it here. The welcome from the community was great and I couldn't imagine us living or raising our family anywhere else."

Limerick *is* Home



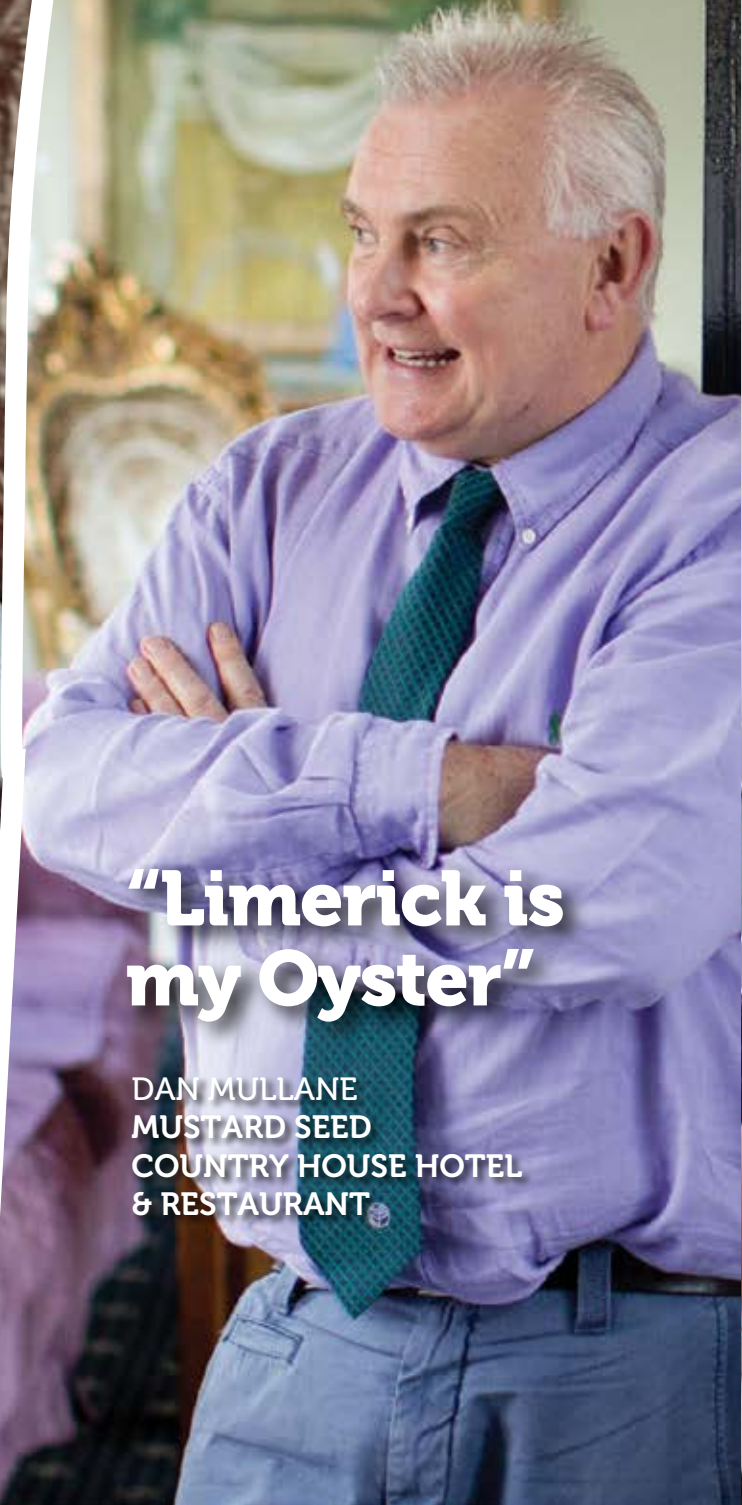
I grew up in Killarney, Co. Kerry and have an obvious affiliation toward Ireland. I'd spent 20 years in the US prior to moving to Limerick, so I really did not know what to expect. The reception and welcome from the local community was overwhelmingly positive; and I was pleasantly surprised with the quality of restaurants and pubs. I live right in the heart of the City Centre and love being able to walk everywhere; be it to a rugby match in Thomond Park, for a bite to eat or a pint in my local. Limerick has something for everybody and I'm delighted to call it home.

"Pleasantly surprised with the quality of restaurants and pubs"

NIALL O'LEARY
REGENERON LIMERICK
VICE-PRESIDENT AND SITE HEAD

31 years ago, I made Limerick my oyster and established the fine dining restaurant, The Mustard Seed and I have never looked back. Limerick has everything; for work and for pleasure.

It has educated, fine people who cherish our dining and accommodation offerings. For leisure, it has theatre, sport and wonderful cultural events and that, combined with a dining/café/pub offering, it's no wonder my friends keep inviting themselves to Limerick where they feel most welcome.



"Limerick is my Oyster"

DAN MULLANE
MUSTARD SEED
COUNTRY HOUSE HOTEL
& RESTAURANT

Meet Sardinian **Andrea Sanna** who came to Limerick in 2007 with a Degree in Economics, an ambition to improve his English language skills and hope to gain some work experience. Nine years later he's enjoying a rewarding career with Cook Medical, is married to a fellow Italian, has an Irish daughter and is proud to call Limerick his Home...

"I came to Ireland to gain a bit of work experience, improve my English... I definitely didn't come with the intention of staying so long. When I initially joined the Italian Tenders Team in Cook Medical in 2007 the welcome I received from my colleagues made the transition seamless.

I've stayed for many reasons. A progressive career path with Cook and a quality of life are probably the two key factors for me.

For me Limerick has everything I could want from a City. We live in an apartment in the city centre with our now one-year-old; and what I love about Limerick is that everything is so easy - amenities are within walking distance, be it the park, the artisan milk market, the independent crafts stores. It's a personable city. I think of Milan or New York, yes, I'd perhaps enjoy the experience of living there for a while - but would I like to settle there? No. For me, Limerick is home and I've no intention of moving"

"Proud to Call Limerick Home"

ANDREA SANNA
COOK MEDICAL
BUSINESS REPORTING ANALYST



IRELAND'S **SMARTER TRAVEL CITY** | **HIGHEST DISPOSABLE INCOME PER CAPITA** OUTSIDE GREATER DUBLIN REGION

HOUSE PRICES **30% LOWER** THAN NATIONAL AVERAGE

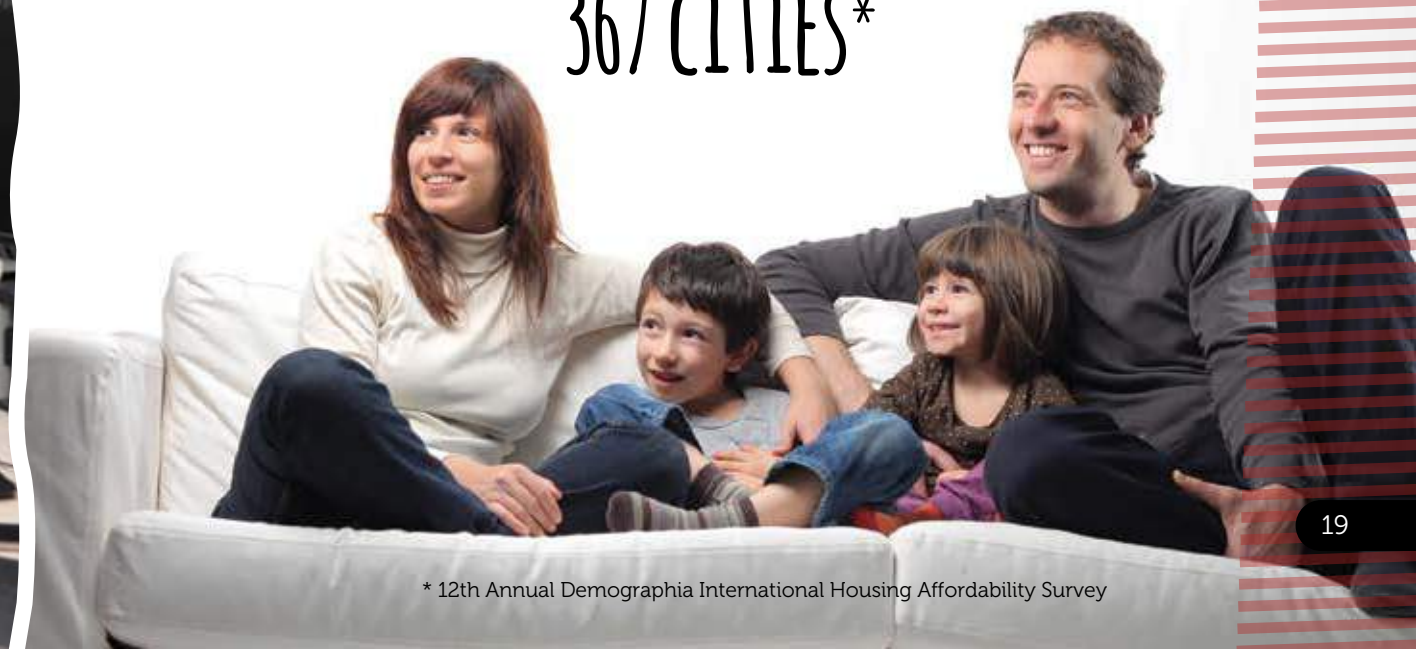


HOME TO COUNTRY'S **#1** POST-PRIMARY SCHOOL



63% OF WORKING POPULATION IN WORK IN **LESS THAN 30 MINUTES**

MOST **AFFORDABLE** PLACE TO BUY A **HOME** OUT OF **367 CITIES***



* 12th Annual Demographia International Housing Affordability Survey

Limerick for Play

Renowned for the breathtaking beauty of its lush green countryside and its vibrant riverside city, its warming energy, cultural delights and its historic sights; Limerick is simply awaiting your discovery. Designated European City of Sport 2011 and National City of Culture 2014, Limerick is continually changing yet quietly constant and will captivate your senses as you uncover its buzzing social scene, fantastic festivals, its abundance of eclectic shops, colourful galleries, theatres, museums and award winning restaurants.

County Limerick is a playground for outdoor pursuits and here you can try everything from mountain biking on the longest trail network of its kind, to golfing on premium championship courses or check out world class rugby at Thomond Park, home of Munster Rugby.

The Royal Deluxe Granny's Journey as part of Limerick, National City of Culture 2014 celebrations



Retail Limerick



LSAD Fashion Week



Ballyhoura Trails

GATEWAY CITY
TO THE
WILD ATLANTIC WAY

EUROPEAN CITY
OF SPORT 2011

IRELAND'S NATIONAL CITY OF CULTURE 2014

CANDIDATE CITY FOR EUROPEAN
CAPITAL OF CULTURE 2020

MEDIA HUB FOR
FILM & TELEVISION
AT TROY STUDIOS

CULTURAL INSTITUTES INCLUDE THE
LIMERICK CITY GALLERY OF ART,
RTÉ LYRIC FM, THE IRISH CHAMBER
ORCHESTRA AND THE IRISH WORLD
ACADEMY OF MUSIC AND DANCE

GRANTED IN
1197
LIMERICK'S CHARTER
IS OLDER THAN THAT OF
LONDON

HOME TO VENUES INCLUDING
UNIVERSITY CONCERT HALL, LIMETREE THEATRE, BELLTABLE
THEATRE, THE BIG TOP AND DOLAN'S WAREHOUSE

Strength in Numbers

"Come, join a real community"

3

THIRD
LEVEL
INSTITUTES
IN LIMERICK
CITY
STUDENT POP.
20,000

UNDERGOING
€1BN
INVESTMENT
IN NEW ENTERPRISE
AND PROPERTY
INFRASTRUCTURE

INCUBATION
SPACE

FINANCIAL
SUPPORTS
FOR INTERNATIONAL &
NATIONAL START-UPS
AVAILABLE (LEO, EI, IDA)

TOP 10
CITY TO
INVEST
IN EUROPE*

* 6th Global 'Best to Invest' Report
- Site Selection Magazine 2014

AVIATION
HANGAR
CAPITAL
ALLOWANCE
AVAILABLE

COMMERCIAL
PROPERTY
PRICES
30%
MORE COMPETITIVE
THAN RIVAL
EUROPEAN CITIES

RESIDENTIAL
PROPERTY
PRICES
30%-50%
MORE COMPETITIVE
THAN CAPITAL CITY

URBAN
POPULATION:
100,000

50%
OF POPULATION
UNDER
35 YRS

AVAIL OF
**LIVING CITY
INITIATIVE
TAX INCENTIVE
SCHEME**



Limerick is ambitious. Limerick is pro-business. Our track record speaks for itself. Limerick is investing over €1bn in enterprise and investment infrastructure as part of the 'Limerick 2030 Vision: An Economic and Spatial Plan for Limerick', a 20 year plan that will transform Limerick City Centre and the wider County/ Mid West Region. All our key stakeholders support

this plan and through collaboration and partnership are making it a reality. We believe that the Limerick 2030 Economic and Spatial Plan for Limerick is creating a real and unique competitive advantage for our City and the Region and we look forward to discussing this with you, so we can both realise many of our common objectives.

Conn Murray
CEO, Limerick City and County Council

Dr. James Ring
CEO, Limerick Chamber of Commerce

Limerick City and County Council and Limerick Chamber of Commerce will strive in every way possible to reward your interest in Limerick and bring real return to your company and staff.

We look forward to welcoming you to Limerick and playing a part in your future.

Dr. James Ring
CEO
Limerick Chamber of Commerce

Tel: 353 61 415 180
Email: info@limerickchamber.ie

Dr. Pat Daly
Director of Service
Economic Development,
Limerick City and County Council

Tel: 353 61 407 100
Email: economicdev@limerick.ie

Niall O'Callaghan
Regional Business Development
Manager Mid-West
IDA Ireland, Roselawn House,
National Technology Park, Limerick

Tel: 353 61 200 513
Email: idaireland@ida.ie

www.limerick.ie