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**Ireland  
2019**

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## **Doing Business in Ireland**

### **Market Overview**

The United States and Ireland enjoy a close cultural affinity and longstanding political, economic, and commercial relations. The strong U.S.-Ireland commercial (trade and investment) relationship, worth \$825 billion, is significant by international standards and is particularly impressive relative to the country's population of 4.8 million people.

With a GDP of \$383 billion in 2018, Ireland is one of the most open, FDI and export-driven economies in the world. On the back of a recovering economy, Ireland remains a wealthy country and a net exporting nation with a per capita GDP in 2018 of \$78,790. Job creation remains a priority for the Irish government with current unemployment at 4.5 percent from a high of 15.1 percent in early 2012.

Buoyed by a revitalized domestic economy and a strong export sector, Ireland's GDP increased by 8.2 percent in 2018, reinforcing its position as one of the best performing economies in the EU for the past five years. Ireland's economy is forecast to grow by just under 5 percent in 2019 based on an expected increase in exports, and steady domestic spending and demand.

Future growth is however difficult to predict as the country lies under the shadow of the United Kingdom's planned exit from the EU and is set to be the country most impacted by its departure. The impact on Ireland's economy will depend on whether the U.K. negotiates a deal with the EU for an October 31<sup>st</sup> departure or if a no deal Brexit occurs, increasing uncertainty for both Irish business and U.S. companies operating in Ireland.

In 2018, U.S. exports of goods to Ireland exceeded \$10.8 billion and included chemicals and pharmaceuticals, computers and electronic products, aircraft and transportation equipment, power generation technology, medical devices, electrical equipment and travel and tourism. The most recent statistics for services from 2017 record the value of U.S. service exports to Ireland at \$49.8 billion.

The over-sized U.S.-Ireland investment relationship is particularly noteworthy. The total stock of U.S. investment in Ireland reached \$442.2 billion in 2018. There are over 700 U.S. firms in Ireland which currently employ 155,000 people representing 20 percent of total employment in the country.

Conversely, in 2018, Ireland's total investment stock in the U.S. was valued at \$237.7 billion, maintaining its ranking of the 9<sup>th</sup> largest source of FDI into the U.S. Over 450 Irish firms employ more than 100,000 across all 50 states representing investment in the agri-food/nutrition, construction, healthcare, ICT and professional and engineering services sectors.

U.S. Embassy Dublin works closely with local partners including the American Chamber of Commerce, Irish Exporters Association, Irish Business & Employers Confederation, Enterprise Ireland and other Irish government and national agencies together with local business associations to advance the U.S.-Irish economic relationship and forge joint prosperity on both sides of the Atlantic.

### **Top reasons why U.S. companies should consider exporting to Ireland:**

U.S. companies can take advantage of the fact that Ireland is the only European market that is a member of the EU, a member of the Eurozone and English speaking. There is the advantage of a common language together with educated and well-connected business partners in a pro-business environment. Upon the expected United Kingdom's exit from the European Union in 2019, Ireland along with Malta will be one of only two English-speaking countries in the European Union.

Ireland has, for the past number of years, been the fastest growing economy in Europe. Continued economic growth is expected to fuel increased demand for U.S. products and services. Growth however will be shaped by the type of Brexit withdrawal agreement that takes place post October 2019 and what the future trading relationship will look like post the U.K.'s exit from the EU.

Ireland is an excellent test market for American SMEs looking to export for the first time into Europe. Ireland's strategic geographical location also positions the country as a gateway to Europe with access to a wider market of 741 million people.

Opportunities exist for innovative U.S. companies to enter into collaborative agreements with Irish companies particularly across Cybersecurity, ICT and Smart Cities, Energy encompassing LNG and SmartGrid, Healthcare/Medical Devices and eHealth services plus Travel & Tourism.

Ireland's high receptiveness for U.S. products and services creates a fertile market for American brands across sectors. U.S. goods and technologies are perceived to be of high quality and U.S. companies receive positive support from local partners, helping to further export goals for Ireland and the European marketplace.

### **Market Challenges**

In June 2016, the United Kingdom voted to leave the EU. At the time of writing, the conditions under which the U.K. will leave the EU are unclear. Whatever shape it takes, Ireland is expected to be the country most impacted by 'Brexit' as the UK is its largest trading partner in Europe and shares a land border with Northern Ireland. Any negative effects on the Irish economy is likely to have an adverse impact on the demand for U.S. products and services.

Irish companies are being strongly encouraged to expand their export strategies to reach a more diverse range of markets. Additional government supports are being put in place for SMEs to expand their export strategies. A knock-on positive effect is emerging with more interest by Irish companies to looking west to the U.S. for investment opportunities.

Ireland has yet to experience any significant impact from U.S. tax and regulatory reform as a competitive measure to re-shore U.S. companies back to the United States. Against the backdrop of a proposed common consolidated corporate tax base (CCCTB) in the EU and a digital sales tax, Ireland remains steadfast with its commitment to a 12.5 percent corporate tax rate and therefore an attractive investment destination for American companies with a global reach.

Project Ireland 2040 outlines the Irish government's plan to provide for regional development and to improve the State's infrastructure. The plan is based on the premise that one million extra people will be living in Ireland in 25 years' time. While there are calls from industry groups for an increase in capital spending, suppliers continue to face significant price pressures at current levels when doing business with the public sector. Strong competition from Irish and European suppliers dictates that U.S. exporters must offer a combination of innovative and high-quality products at competitive prices.

### **Market Opportunities**

- The short-term outlook for the Irish economy is positive having recorded an 8.2 percent increase in GDP in 2018. With increased employment and steady consumer spending, growth is expected to come in just under 5 percent in 2019.
- As a member of the Eurozone, Ireland is considered by many U.S. companies to be a natural location for distribution throughout the EU and the true gateway for access to 741 million consumers. Ireland is also a logical springboard for sales and support beyond Europe with several U.S. multinationals designating their Irish operations as their EMEA headquarters.
- There are significant opportunities within the Irish market for small-to-medium sized U.S. exporters across a wide range of products, technologies and services. Best prospects include Cybersecurity, Energy, ICT and Smart Cities, Medical Devices and eHealth.

- Long-term growth sectors include sustainable energy (ocean/marine), environmental technologies, energy efficiency and green building, and security products and services.

### **Market Entry Strategy**

- As a small, open economy with a strong reliance on international trade, the introduction of products and services into the Irish market is relatively uncomplicated. Standard international marketing and distribution practices are widely applied in the Irish business community.
- American companies can benefit from the ease of doing business, a common language and flexible business relationships. U.S. business practices are well-known and understood in Ireland. The adoption of digitalization and e-commerce is strong and increasing across the public (government) and private (business) sectors of the economy.
- U.S. companies are advised to appoint an experienced local partner or representative to service the Irish market. U.S. companies' business interests in Europe are also well served by Irish partners, who possess knowledge of EU directives, regulations, and distribution channels, allowing them to expand their business quickly and efficiently throughout the broader EU marketplace.
- U.S. companies are increasingly seeking strategic Irish partners for contract manufacturing, joint venture, technology transfer, licensing, logistics, and value-added service agreements for the Irish and European marketplace. U.S. companies should take the time to visit Ireland frequently to develop long-term relationships with local Irish business partners.

### **Political Environment**

#### **Political and Economic Environment**

For background information on the political and economic environment of Ireland, please read [US Department of State Background Notes](#).

## **Selling US Products & Services**

### **Using an Agent to Sell US Products and Services**

Selling a product in Ireland is based on several factors. Facilitated by the compact size of the market and dependent on the expected sales volume, sales can be improved with the use of tailored marketing techniques. Sales may be achieved through any of the following distribution methods:

- The establishment of a local sales office to serve Ireland and provide a distribution point for Europe;
- Through an agent or distributor whose activity may cover specified areas, the entire country, or include European markets;
- Through established wholesalers or dealers in Ireland; and
- Directly to department stores, chain stores, retailer cooperatives, consumer cooperatives, or other organizations.

International firms usually have one exclusive representative for the country, although it is common for the representative to appoint sub-agents to cover certain sectors of the market if sales and profit margins warrant it. In addition, a representative located in Ireland may be in an ideal position to market a product throughout the European marketplace.

- Consumer goods are best sold through a distributor carrying stock for immediate delivery and sale, whereas capital goods and industrial equipment are more effectively marketed through a commissioned agent. In the case of certain raw materials with low mark-ups, or for capital goods and supplies for which there are limited numbers of potential users or buyers, direct sales techniques are effective.
- Regular communications and visits to a newly appointed representative in Ireland are useful to establish successful relationships, to get a better understanding of market specifics, trends, and developments, and to assist in the resolution of any early problems.
- An effective and responsive after-sales-servicing system should be incorporated into distribution plans.
- Frequently, U.S. firms will rely on the Irish distributor to handle the details of labeling and packaging for Irish and European preferences and the registration of the product.
- The familiarity and fluency of many Irish business firms with European languages also underline Ireland's capacity as a springboard for sales to continental Europe, including Central and Eastern Europe.

Use of an agent or distributor is not legally required however; three kinds of distribution agreements are covered by Irish legislation: exclusive, quasi-exclusive, and informal. In an exclusive distributorship, the distributor has the sole right to sell specified goods within a defined area. Quasi-exclusive distributorships allow the distributor to sell almost all the specified products within a defined area. Informal distributor arrangements impose heavier obligations on the distributor.

If contractual obligations are not met in a distribution agreement of indefinite term, it cannot be terminated until reasonable notice and/or fair compensation is provided. In general, grantors should consider protecting themselves by entering into agreements for definite periods rather than an indefinite period. In addition, specific performance target clauses should be incorporated into the distribution agreement.

- Under EU legislation (Commercial Agents Regulations 1994), a commercial agent is a self-employed intermediary who has continuing authority to negotiate the sale or the purchase of goods on behalf of another person, or to negotiate and conclude such transactions on behalf of the principal. Each party is entitled to a written document setting out the terms of their contract.

- EU legislation regarding unilateral termination of distribution agreements (EEC 86/653) applies and is designed to provide the local distributor with some degree of protection and monetary compensation when an agreement is terminated for reasons other than cause. The legislation will apply regardless of any clause in the agreement itself, and the parties may not deviate from the legislation as long as the distribution agreement is in force.

## Establishing an Office

The [Companies Act 2014](#) came into effect on June 1, 2015. The new Act affects all companies that were already on the register and was introduced to modernize and simplify company law, reduce administrative burden and ensure good corporate governance. All private companies limited by shares are required to change to the new company law and convert into one of two company types: Private Limited Company (LTD) which must have at least one director but must have a separate secretary or Designated Activity Company (DAC) which must have a least two directors. The Act has created new company types to replace all types of company. Company names must include a suffix at the end of its name:

PLC – Public Limited Company

PUC – Public Unlimited Company

PULC – Public Unlimited Company with no share capital

ULC – Private Unlimited Company

CLG – Company Limited by Guarantee (public guarantee companies)

U.S. companies may conduct business in Ireland through a branch or a place of business. A branch is a considered a division of a foreign company trading in Ireland that has the appearance of permanency, a separate management structure, and the ability to negotiate contracts with third parties, as well as reasonable financial independence. Branches must file company financial statements with the [Registrar of Companies](#).

U.S. firms interested in establishing an office in Ireland should review the following:

- For a comprehensive practical overview and advice on evaluating and/or establishing business operations in Ireland, refer to [Enterprise Ireland's](#) website.

For information on how to set up a business in Ireland from registration and legal advice to guidance on taxation and employment issues refer to the Irish Government's Local Enterprise Office, who administer the [Supporting SMEs Online Tool](#), designed to support startups and SMEs.

## Franchising

Opportunities exist for U.S. companies to establish franchise systems in Ireland across niche sectors. U.S. franchises compete for market share by country of origin primarily with Ireland and the U.K.

U.S. businesses looking to franchise within the European Union will likely find that the market is quite robust and friendly to franchise systems in general. There are a number of laws that govern the operation of franchises within the EU, but these laws are fairly broad and generally don't constrain the competitive position of U.S. businesses. The EU Regulation 4087/88 EEC regarding franchising provides a unified code for all the member states. Its primary focus concerns price fixing, transfer pricing, non-competition clauses, and exclusive dealing. It also exempts certain franchise agreements from the EU anti-trust regulations.

The franchisors should take care to look not only at EU regulations, but also at the local laws concerning franchising. More information on specific legislation can be found on the website of the [European Franchise Federation](#).

## Direct Marketing

There is a wide-range of EU legislation that impacts the direct marketing sector. Compliance requirements are extensive for marketing and sales to private consumers. Companies need to focus on the clarity and completeness of the information they provide to consumers prior to purchase and on their approaches to collecting and using customer data. The following gives a brief overview of the most important provisions flowing from EU-wide rules on distance-selling and on-line commerce.

### Processing Customer Data

The EU has strict laws governing the protection of personal data, including the use of such data in the context of direct marketing activities. For more information on these rules, please refer to the Data Privacy section.

### Distance Selling Rules

In 2011, the EU overhauled its consumer protection legislation and merged several existing rules into a single rulebook - “the Consumer Rights Directive”. The provisions of this Directive have been in force since June 13, 2014, and replaced EU rules on distance selling to consumers and doorstep selling along with unfair contract terms and consumer goods and associated guarantees. The Directive contains provisions on core information to be provided by traders prior to the conclusion of consumer contracts. It also regulates the right of withdrawal, includes rules on the costs for the use of means of payment and bans pre-ticked boxes. Companies are advised to consult the relevant sections of [EU Member States' Country Commercial Guides](#) and to contact the Commercial Service at the U.S. Mission to the European Union for more specific guidance.

In 2013, the EU adopted rules on [Alternative Dispute Resolution](#) which provide consumers the right to turn to quality alternative dispute resolution entities for all types of contractual disputes including purchases made online or offline, domestically or across borders. A specific Online Dispute Resolution (ODR) platform has been created specifically to resolve disputes about contractual disputes about online purchases of goods and services in a low cost, simple and quick manner. The service is available in all 23 languages of the EU member states, and each member state has their own point of contact. More information on this is available [here](#). The ODR platform has been operational since 2016.

Key Links:

Consumer Affairs Homepage: [http://ec.europa.eu/consumers/index\\_en.htm](http://ec.europa.eu/consumers/index_en.htm)

Consumer Rights: [http://ec.europa.eu/justice/consumer-marketing/rights-contracts/directive/index\\_en.htm](http://ec.europa.eu/justice/consumer-marketing/rights-contracts/directive/index_en.htm)

### Distance Selling of Financial Services

Financial services are the subject of a separate directive that came into force in June 2002 (2002/65/EC). This piece of legislation amended three prior existing Directives and is designed to ensure that consumers are appropriately protected with respect to financial transactions taking place where the consumer and the provider are not face-to-face. In addition to prohibiting certain abusive marketing practices, the Directive establishes criteria for the presentation of contract information. Given the special nature of financial markets, specifics are also laid out for contractual withdrawal.

Key Link:

Access to European Union Law: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32002L0065:EN:NOT>

### Direct Marketing over the Internet

The e-commerce Directive (2000/31/EC) imposes certain specific requirements connected to the direct marketing business. Promotional offers must not mislead customers and the terms that must be met to qualify for them have to be easily accessible and clear. The Directive stipulates that marketing e-mails must be identified as such to the recipient and requires that companies targeting customers on-line must regularly consult national opt-out registers where they exist. When an order is placed, the service provider must

acknowledge receipt quickly and by electronic means, although the Directive does not attribute any legal effect to the placing of an order or its acknowledgment. This is a matter for national law. Vendors of electronically supplied services (such as software, which the EU considers a service and not a good) must also collect Value Added Tax (VAT) (see Electronic Commerce section below).

Key Link:

Europe – Internal Market E-Commerce: [http://ec.europa.eu/internal\\_market/e-commerce/index\\_en.htm](http://ec.europa.eu/internal_market/e-commerce/index_en.htm)

## **Joint Ventures/Licensing**

No formal regulations relating to joint ventures in Ireland currently exist. In each case, the terms of the joint venture are the subject of a co-operation agreement between the parties concerned. Generally, the agreement sets out the basis on which the parties are to co-operate on a particular joint venture. Numerous international firms have joint venture and licensing arrangements with manufacturers based in Ireland.

Government approval is not necessary for licensing agreements and no statutory restrictions are imposed on the amounts of royalties or other details of licensing arrangements. However, an international firm intending to license the use of its trademark to a company based in Ireland must designate the licensee as a registered user, and an appropriate application must be lodged in order to prevent any future legal problems.

- U.S. firms can gain access to the European marketplace by adopting a joint venture/licensing strategy incorporating Ireland. [Enterprise Ireland](#), the state agency responsible for the development of indigenous Irish industry, continually seeks to develop joint ventures, licensing, technology transfer, and other types of strategic alliance arrangements between Irish and international firms.

As with all business investment decisions, U.S. firms considering joint venture, licensing, or other strategic alliance arrangements in Ireland should seek professional advice regarding the legal, financial, and taxation implications of the agreements being negotiated. The [U.S. Commercial Service](#), U.S. Embassy, Dublin can assist U.S. companies in addressing these issues.

## **Selling to the Government**

Many governments finance public works projects through borrowing from the Multilateral Development Banks. Please refer to “Project Financing” Section in “Trade and Project Financing” for more information.

Public procurement in Ireland is estimated to be worth approximately €16 billion annually. It is across a wide range of sectors and encompasses products and services. Public bodies are constantly under pressure to buy smartly, spend less and collaborate with others in purchasing. This often results in larger, higher profile procurement activity, often using competitive dialogue, frameworks or central purchasing arrangements. Buyers’ procurement practices can also fall under scrutiny in the Courts where unsuccessful tenderers can seek redress.

The Irish Government established the [Office of Government Procurement \(OGP\)](#) in 2014 to reduce costs and achieve better value for money. Together with four key sectors (Health, Local Government, Education and Defense), the OGP has responsibility for sourcing all goods and services on behalf of the public service. The OGP and its sector partners are putting in place framework agreements and contracts through which public sector bodies can buy goods and services. The sourcing model is broken down into 16 categories of expenditure. The 8 categories of common goods and services are procured by the OGP. Four sectors – Health, Education, Local Government and Defense – retain sector sourcing functions to procure the remaining categories for which they are the main users. The OGP Sourcing organization is broken down into a number of portfolios, each dedicated to different categories of spend. The sourcing portfolios are: Information and Communications Technology (ICT); Facilities Management; Utilities, Fleet and Plant, Marketing, Print & Stationery; Travel, HR and Managed Services; Professional Services; and Spot Buying.

As a member of the EU, Ireland follows the public procurement regulations applicable across the Community. Government procurement in Europe is governed by both international obligations under the WTO Government Procurement Agreement (GPA) and EU-wide legislation under the EU Public Procurement Directives. U.S.-based companies are permitted to bid on public tenders covered by the GPA, while European subsidiaries of U.S. companies may bid on all public procurement contracts covered by the EU Directives in the European Union.

Ireland has adopted the four principal EU public procurement directives namely:

- [Directive 2014/24/EU](#) (replacing Directive 2004/18/EC) on the coordination of procedures for the award of public works contracts, public supply contracts and public service contracts applies to the general sector;
- [Directive 2014/25/EU](#) (replacing Directive 2004/17/EC) coordinating the procurement procedures of entities operating in the water, energy, transport and postal services sectors;
- [Directive 2009/81/EC](#) on defense and sensitive security procurement. This Directive sets Community rules for the procurement of arms, munitions and war material (plus related works and services) for defense purposes, but also for the procurement of sensitive supplies, works and services for non-military security purposes;
- [Directive 2014/23/EU](#) on the award of concession contracts. A concession contract (either for the delivery of works or services) is conducted between a public authority and a private enterprise that gives the right to the company to build infrastructure and operate businesses that would normally fall within the jurisdiction of the public authority (e.g. highways).

The EU has three remedy directives imposing common standards for all member states to abide by in case bidders identify discriminatory public procurement practices. Electronic versions of the procurement documentation must be available through an internet URL immediately on publication of the Official Journal of the European Union (OJEU) contract notice. Full electronic communication (with some exceptions) became mandatory for all public contracts from October 2018. Central purchasing bodies are required to publish their contracts and requests for tenders since April 2017.

All Irish work, supply, service, and utility procurement project notices which fall within the guidelines of EU public procurement directives are published electronically in the [Official Journal of the European Community](#) (OJEC) "S" series. The Irish government also has its own [eTenders Public Sector Procurement portal](#) that provides electronic access to all Irish public sector procurement opportunities published in the OJEC and in the national and local print media. [The U.S. Commercial Service in Dublin](#) actively monitors and reports on major procurement projects offering opportunities for U.S. firms. Since 2016, Ireland has seen increased investment funding from the [European Investment Bank \(EIB\)](#) for a [range of EIB-funded projects in Ireland](#).

Electronic invoicing (e-invoicing) will be introduced based on the requirement set forth in Directive 2014/55/EU. The Directive makes the receipt and processing of electronic invoices in public procurement obligatory. Standards for e-invoicing are being developed by the European Committee for Standardization (CEN).

There are restrictions for U.S. suppliers in the EU utilities sector, both in the EU Utilities Directive and in EU coverage of the GPA. Article 85 of Directive 2014/25 allows EU contracting authorities to either reject non-EU bids where the proportion of goods originating in non-EU countries exceeds 50 percent or give preference to the EU bid if prices are equivalent (meaning within a three percent margin). Moreover, the Directive allows EU contracting authorities to retain the right to suspend or restrict the award of service contract to undertaking in third countries where no reciprocal access is granted.

There are also restrictions in the EU coverage of the GPA that apply specifically to U.S.-based companies. U.S. companies are not allowed to bid on works and services contracts procured by sub-central public contracting authorities in the following sectors:

- Water sector
- Airport services
- Urban transport sector as described above, and railways in general
- Dredging services and procurement related to shipbuilding

## **Distribution & Sales Channels**

According to the most recent data, approximately 20,000 retail outlets and 2,500 wholesale outlets sell and distribute goods in Ireland. While the distribution system, especially at the retail level, still consists of small outlets by American standards, it is moving towards larger, more economically viable units to satisfy changing market needs.

Retail outlets in Ireland range from large department stores to small shops owned and operated by individuals. Although most retail outlets are small, such enterprises are decreasing in number, as efficiencies of scale and purchasing power become the major competitive factors bearing on profit margins. A trend toward larger outlets has emerged, with the formation of chains and proliferation of nationwide supermarkets with consumers favoring out of town retail parks, as well as internet retailing.

The increasing rate of commercial and industrial development, as well as suburban development, is bringing about significant changes in the distribution system. Wholesalers supply a variety of services to associated small retailers, including sales promotion, advertising, and retail training. In some cases, they have combined small retailers into a buying group in order to achieve purchasing economies and increased purchasing power with manufacturers.

The number of discount firms, especially those stocking consumer electronics and domestic appliances continues to increase, and the number of self-service stores is rising steadily. Self-service is not confined to small merchandising units as department stores and gas stations also have incorporated this sales transaction system into their operations.

The Irish food retail trade is very receptive to new food product ideas and is constantly monitoring developments in new products in the international marketplace. As few chains import directly, the major food retail chains often use specialized importers to administer the logistics of importation and distribution. Most importers/distributors have adequate distribution facilities to most parts of Ireland.

There are over 9,500 food retail outlets (i.e. grocery stores) of varying sizes in Ireland. Two distinct segments exist within the sector—the supermarket multiples and independent retailers. The food retail sector is dominated by a small number of multiple chains including Aldi, Dunnes Stores, Lidl, SuperValu and Tesco, while a number of smaller chains also operate. Many of the independent retailers are affiliated to "symbol groups" which facilitate the attainment of purchasing economies of scale through procurement from a central purchaser.

## **Express Delivery**

Reliable courier services are readily available in Ireland through both international and indigenous express delivery services. Express service points are serviced at several locations around the country. Average delivery time from Ireland to most parts of the U.S. is two days, with one day to the east coast.

The de minimis value for Ireland for which no duty or tax is collected is €150 (customs duties) and €22 (VAT). The informal national threshold entry is €260. There is no relief from the payment of Customs Duty, VAT or Excise Duty on low value consignments, irrespective of their value, of tobacco, tobacco products, alcohol products, and perfumes or toilet waters.

## **Selling Factors & Techniques**

U.S. firms should maintain close liaison with distributors and customers in order to exchange information and ideas. Communication through telephone, e-mail, Adobe or Skype is generally sufficient but the understanding developed through periodic personal visits is the best way to keep distributors informed of new developments and to resolve any problems quickly. Prompt acknowledgement of correspondence is recommended.

Vigorous and sustained promotion is often needed to launch products. Products must be adapted to both technical requirements and to consumer preferences. It is not sufficient to merely label a product in conformity to national requirements. For the development of a product's full market potential, quality, price, packaging and after-sales service are key. U.S. exporters may also wish to consider warehousing in Ireland for expeditious supply and service for customers in Ireland and Europe.

Distribution methods vary by product, as well as with individual commercial relationships. There has been an increase in the centralization of distribution systems. Methods must be tailored to fit market conditions in each instance. U.S. companies can utilize successful distribution techniques practiced in the United States as a threshold for approaching the Irish market.

## **eCommerce**

The Irish Government's attitude and approach to internet-related issues is progressive and facilitative. Ireland was one of the first EU member states to implement the Electronic Signatures Directive through the Electronic Commerce Act 2000 (ECA). Ireland has also implemented the Electronic Commerce Directive. The general legislative approach is consistent with the government's stated aim of retaining a light and flexible technology-neutral regulatory regime in this area.

The Irish online economy is becoming increasingly vibrant with the growth in total online spend estimated at around 20% year-on-year. Market value estimates vary significantly, ranging from €4 billion to €7 billion annually. A 2018 report by PayPal indicates that Irish consumers favor shopping at international online stores. About 2.2 million Irish consumers made a purchase from an overseas website in the last 12 months, compared to 2.1 million making domestic purchases. The study forecasts that Irish consumers will spend €7.8 billion online in 2018, rising to €10.1 billion by 2020.

Increased household internet access (89%) and smartphone usage (90%) is driving Irish online retailing activity. Mobile commerce is becoming especially strong with consumers being particularly willing to make purchases via their smartphones. Travel, hotel accommodation, event ticketing and apparel are the principal goods and services bought online.

According to [EuroMonitor International](#), internet retailing in Ireland continues to expand rapidly with mobile internet retailing becoming especially significant. Retailers are launching fully-functional mobile apps while store-based retailers are increasingly utilizing multi-channel options. Click-&-collect services have become more widely available, allowing retailers to maximize retail potential without incurring delivery fees, while the consumer has almost immediate access to purchases without having to plan for deliveries. Amazon remains the leading player in internet retailing locally while UK-based online marketplaces retain a strong market penetration. More Irish firms are creating online sales portals on the back of successful online activities of firms such as Aer Lingus, Ryanair, and Ticketmaster.

The [Electronic Commerce Directive \(2000/31/EC\)](#) provides rules for online services in the EU. It requires providers to abide by rules in the country where they are established (country of origin). Online providers must respect consumer protection rules such as indicating contact details on their website, clearly identifying advertising and protecting against spam. The Directive also grants exemptions to liability for intermediaries that transmit illegal content by third parties and for unknowingly hosting content.

## **Value Added Tax (VAT)**

The EU's VAT system is semi-harmonized. While the guidelines are set out at the EU level, the implementation of VAT policy is the prerogative of Member States. The EU VAT Directive allows Member States to apply a minimum 15 percent VAT rate. However, they may apply reduced rates for specific goods and services or temporary derogations. Therefore, the examination of VAT rates by Member State is strongly recommended. These and other rules are laid out in the [VAT Directive](#). Ireland's VAT rates are available from [Irish Revenue](#).

The EU applies Value Added Tax (VAT) to sales by non-EU based companies of Electronically Supplied Services (ESS) to EU-based non-business customers. U.S. companies that are covered by the rule must collect and submit VAT to EU tax authorities. Since 2015, all supplies of telecommunications, broadcasting and electronic services are taxable at the place where the customer resides. In the case of businesses this means either the country where it is registered or the country where it has fixed premises receiving the service. In the case of consumers, it is where they are registered, have their permanent address, or usually live.

As part of the legislative changes of 2015, the Commission launched the Mini One Stop Shop (MOSS) scheme, the use of which is optional. It is meant to facilitate the sales of ESS from taxable to non-taxable persons (B2C) located in Member States in which the sellers do not have an establishment to account for the VAT.

This plan allows taxable persons (sellers) to avoid registering in each Member State of consumption. A taxable person who is registered for the Mini One Stop Shop in a Member State (the Member State of Identification) can electronically submit quarterly Mini One Stop Shop VAT returns detailing supplies of ESS to non-taxable persons in other Member States (the Member State(s) of consumption), along with the VAT due.

The Commission has received numerous complaints in relation to the new rules on ESS and is in the process of revising them ([draft proposal](#)).

The most important pieces of legislation on VAT are the [EU VAT Directive 2006/112/EC](#) and its [Implementing Regulation 282/2011](#).

**Further information relating to VAT on ESS:**

[http://ec.europa.eu/taxation\\_customs/taxation/vat/how\\_vat\\_works/telecom/index\\_en.htm#onestopshop](http://ec.europa.eu/taxation_customs/taxation/vat/how_vat_works/telecom/index_en.htm#onestopshop)

### ***Data Privacy & Protection***

As of 25 May 2018, the General Data Protection Regulation (GDPR) applies in the EU. The GDPR is a horizontal privacy legislation that applies across sector and to companies of all sizes. It replaces the previous data protection Directive 1995/46. The overall objectives and underlying principles of the legislation remain the same. Businesses must inform consumers that they are collecting personal data, have a legal basis to process and retain the data.

However, there are significant differences in definitions of key terminology. The GDPR creates several new requirements for organizations that process EU individuals' personal data. Companies have an obligation to demonstrate their compliance, in part through certain documentation obligations. Data subjects have a number of rights which include access, correct, erasure of their personal data.

The GDPR has extra-territorial reach, which means that it might be applicable to U.S. entities even if they do not have physical presence in Europe. In that case, such organizations need to have a representative based in Europe, or in certain cases need to appoint a Data Protection Officer.

Fines in case of non-compliance can reach up to 4% of the annual worldwide revenue or 20 million euros – whichever is higher. Companies of all sizes and sectors should consider GDPR as part of their overall compliance effort with assistance of legal counsel.

The European Commission and Data Protection Authorities are releasing official guidelines to help companies with their compliance process (see resources below).

Note: the EU is currently updating its e-privacy legislation governing confidentiality of communications. This legislative instrument once enacted will add a number of requirements in addition to the GDPR. We encourage U.S. exporters to monitor this situation as it evolves through the EU legislative process.

**For more information:**

[Full GDPR text](#)

[Official Press Release](#)

## European Commission guidance:

[http://ec.europa.eu/justice/smedataprotect/index\\_en.htm](http://ec.europa.eu/justice/smedataprotect/index_en.htm)

[https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules\\_en](https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules_en)

## Transferring Customer Data to Countries outside the EU

The General Data Protection Regulation (GDPR) provides for the free flow of personal data within the EU but also for its protection when it leaves the region's borders.

The GDPR (Chapter 5 - Article 44 onwards) sets out obligations on data controllers (those in charge of deciding what personal data is collected and how/why it is processed), on data processors (those who act on behalf of the controller) and gives rights to data subjects (the individuals to whom the data relates). These rules were designed to provide a high level of privacy protection for personal data and were complemented by **measures to ensure the protection is maintained when data leaves the region**, whether it is transferred to controllers, processors or to third parties (e.g. subcontractors). EU legislators put restrictions on transfers of personal data outside of the EU, specifying that such data could only be exported if "adequate protection" is provided.

The European Commission (EC) is responsible for assessing whether a country outside the EU has a legal framework that provides sufficient protection for it to issue an "adequacy finding" to that country. The U.S. has never sought to be found adequate by the EC. This means that U.S. companies can only receive personal data from the EU if they:

- Join the EU-U.S. Privacy Shield program, or
- Provide appropriate safeguards (e.g. contractual clauses, binding corporate rules), or,
- Refer to one of the GDPR's derogations,

European Commission's webpage on transfers outside the EU and all mechanisms outlined below:

[Data Transfers Outside of EU](#)

### **Important note:**

The legal environment for data transfers to the United States continues to evolve. Companies that transfer EU citizen data to the United States as part of a commercial transaction should consult with an attorney, who specializes in EU data privacy law, to determine what options may be available for a particular transaction.

### **About the EU-U.S. Privacy Shield**

The EU-U.S. Privacy Shield Framework was designed by the U.S. Department of Commerce and the European Commission to provide companies on both sides of the Atlantic with a mechanism to comply with data protection requirements when transferring personal data from the European Union to the United States in support of transatlantic commerce.

For more information on the [EU-U.S. Privacy Shield](#)

For more information about other mechanisms of transfer, please refer to:

[Transferring Personal Data from EU to U.S.](#)

## Trade Promotion & Advertising

Ireland does not host any major international trade fairs. In international terms, Irish trade fairs are small-scale events that attract local trade and consumer audiences. Thus, they principally offer sales and promotional opportunities for Irish manufacturers, agents, and distributors. In general, the international element of these events is limited to local representatives promoting international brands.

Due to the proximity of Ireland to major trade fairs in European cities, most Irish manufacturers, agents, distributors, and end users attend the major European exhibitions in their industry sectors. The U.S. Commercial Service in Dublin promotes U.S. pavilions at European tradeshows to the Irish business community to ensure that U.S. exhibitors can take advantage of business opportunities in the Irish market.

- Ireland has approximately 60 newspapers and 150 periodicals or trade magazines. The Dublin dailies [Irish Times](#) and [Irish Independent](#) and the Cork-based [Irish Examiner](#) enjoy national distribution. [The Irish Independent](#) has the largest circulation, followed by [The Herald](#). [The Irish Times](#) has the smallest circulation in Dublin, but reaches the business and financial markets.
- There are eight national Sunday newspapers, of which [The Sunday Business Post](#) is directed at corporate executives. British newspapers and tabloids are widely available in Ireland.
- There is increased competition in the broadcasting sector with independent national broadcasting organizations, Newstalk and Today FM (radio), Virgin Media and UTV Ireland (television) now challenging the state-controlled Radio-Telefis Eireann (RTE) organization. There are also a large number of independent radio stations operating in local areas.
- Pay-TV households account for over 71% of the 1.59 million TV households in Ireland. Digital TV services dominate across 98% of households.
- [The Advertising Standards Authority of Ireland](#) operates a code of standards. Advertising films must be approved before showing. Detailed advertising rates can be obtained from most local advertising agencies.
- There are numerous advertising agencies with a wide range of services in Ireland. Advertising agencies utilize every medium available to advertisers including direct mailings, press, radio, television, point-of-sale advertising, posters, public transportation vehicles and all social media channels.
- Other promotional techniques such as loyalty schemes, coupons, samples, premiums, and prizes are also used.
- The Irish Government strictly enforces laws covering gaming and lotteries, as well as restrictive trade practices. In 2010, the [Department of Justice & Equality](#) published a major review of Irish gambling legislation '[Options for Regulating Gambling](#)' that outlined a range of choices for developing a revised regulatory architecture for gambling into the future. The Department subsequently published legislative proposals for a new and comprehensive framework for the regulation (including licensing) of gambling in Ireland in the [Gambling Control Bill 2013](#). This bill is slowly working its way through the drafting process at the [Office of the Parliamentary Counsel to the Government](#). In March 2019, the Irish Department of Justice & Equality announced plans to establish a [Gambling Regulatory Authority for Ireland](#).
- Companies that advertise and sell goods and services should obtain local professional advice regarding provisions of the law and consumer acceptance of promotional or marketing techniques.

Major organizations engaged in market research provide the usual range of services, including store audits, consumer surveys, product field-testing, and attitude and motivation research. There are differences, however, in spending habits and preferences for goods and services, and local opinion should be obtained in advance of creating specific strategies that call for a major commitment of resources.

## **Pricing**

Sales quotations are usually given on a c.i.f. (cost, insurance, freight) basis, to the point of importation. The c.i.f. quote is generally preferred by Irish importers as they are familiar with the customs charges and taxes on the product that are levied at the time of importation but may not be acquainted with U.S. trucking and ocean or air charges.

- Large firms and department stores, however, may purchase on f.o.b. (free on board) terms when they prefer to arrange for shipping and insure the goods themselves.
- Quotations and invoices can be made in U.S. dollars.
- Ireland incorporates EC customs duties and applies a value-added tax (VAT) of 23% to virtually all goods, including imported goods, sold in Ireland.

## **Sales Service/Customer Support**

The provision of after-sales parts and service is essential and should be taken into account when entering into an agreement with an Irish partner. There are also a number of independent after-sales, warranty and product servicing organizations specializing in specific business sectors.

Because of the differences between EU member states in relation to labeling, legal guarantees and liability, suppliers from outside of the EU should be aware of existing and upcoming legislation affecting sales, service and customer support and monitor EU initiatives aimed at harmonizing national legislation.

### ***Product Liability***

Under the 1985 Directive on liability of defective products, amended in 1999, the producer is liable for damage caused by a defect in a product. The victim must prove the existence of the defect and a causal link between defect and injury (bodily as well as material). A reduction of liability of the manufacturer is granted in cases of negligence on the part of the victim.

Key link:

Single Market Goods Product Liability: [http://ec.europa.eu/growth/single-market/goods/free-movement-sectors/liability-defective-products\\_is](http://ec.europa.eu/growth/single-market/goods/free-movement-sectors/liability-defective-products_is)

### ***Product Safety***

The 1992 General Product Safety Directive introduced a general safety requirement at the EU level to ensure that manufacturers only place safe products on the market. It was revised in 2001 to include an obligation on the producer and distributor to notify the Commission in case of a problem with a given product, provisions for its recall, the creation of a European Product Safety Network, and a ban on exports of products to third countries that are not deemed safe in the EU.

The European Commission has proposed [the Product Safety and Market Surveillance Package](#), a new package of legislative and non-legislative measures to improve consumer product safety, strengthen market surveillance of products in the EU, and bring the single market closer together. The legislation is undergoing further review at this time.

Key link:

Consumers Safety: [http://ec.europa.eu/consumers/safety/prod\\_legis/index\\_en.htm](http://ec.europa.eu/consumers/safety/prod_legis/index_en.htm)

### ***Legal Warranties and After-sales Service***

Under the 1999 Directive on the Sale of Consumer Goods and Associated Guarantees, professional sellers are required to provide a minimum two-year warranty on all consumer goods sold to consumers (natural persons acting for purposes outside their trade, businesses or professions), as defined by the Directive. The remedies available to consumers in case of non-compliance are:

- Repair of the good(s);
- Replacement of the good(s);
- A price reduction; or
- Rescission of the sales contract.

Key link:

Consumers Rights: [http://ec.europa.eu/consumers/rights/gen\\_rights\\_en.htm](http://ec.europa.eu/consumers/rights/gen_rights_en.htm)

Other issues pertaining to consumers' rights and protection, such as the New Approach Directives, CE marking, quality control and data protection are dealt with in other sections of this report.

## **Protecting Intellectual Property**

### **Protecting Your Intellectual Property in Ireland:**

Several general principles are important for effective management of intellectual property ("IP") rights in Ireland. First, it is important to have an overall strategy to protect your IP. Second, IP may be protected differently in Ireland than in the United States. Third, rights must be registered and enforced in Ireland under local laws. For example, your U.S. trademark and patent registrations will not protect you in Ireland. There is no such thing as an "international copyright" that will automatically protect an author's writings throughout the entire world. Protection against unauthorized use in a particular country depends, basically, on the national laws of that country. However, most countries do offer copyright protection to foreign works in accordance with international agreements.

Granting patents registrations are based on a first-to-file [or first-to-invent, depending on the country] basis. Similarly, registering trademarks is based on a first-to-file [or first-to-use, depending on the country], so you should consider how to obtain patent and trademark protection before introducing your products or services to the Irish market. It is vital that companies understand that intellectual property is primarily a private right and that the U.S. government cannot enforce rights for private individuals in Ireland. It is the responsibility of the rights' holders to register, protect, and enforce their rights where relevant, retaining their own counsel and advisors. Companies may wish to seek advice from local attorneys or IP consultants who are experts in Irish law. The U.S. Commercial Service can provide a list of local law firms upon request.

While the U.S. Government stands ready to assist, there is little we can do if the rights holders have not taken these fundamental steps necessary to securing and enforcing their IP in a timely fashion. Moreover, in many countries, rights holders who delay enforcing their rights on a mistaken belief that the USG can provide a political resolution to a legal problem may find that their rights have been eroded or abrogated due to legal doctrines such as statutes of limitations, laches, estoppel, or unreasonable delay in prosecuting a law suit. In no instance, should U.S. Government advice be seen as a substitute for the responsibility of a rights holder to promptly pursue its case.

It is always advisable to conduct due diligence on potential partners. A good partner is an important ally in protecting IP rights. Consider carefully, however, whether to permit your partner to register your IP rights on your behalf. Doing so may create a risk that your partner will list itself as the IP owner and fail to transfer the rights should the partnership end. Keep an eye on your cost structure and reduce the margins (and the incentive) of would-be bad actors. Projects and sales in Ireland require constant attention. Work with legal counsel familiar with Ireland laws to create a solid contract that includes non-compete clauses, and confidentiality/non-disclosure provisions.

It is also recommended that small and medium-size companies understand the importance of working together with trade associations and organizations to support efforts to protect IP and stop counterfeiting. There are a number of these organizations, both Irish and U.S.-based including:

- The U.S. Chamber and local American Chambers of Commerce
- National Association of Manufacturers (NAM)

- International Intellectual Property Alliance (IIPA)
- International Trademark Association (INTA)
- The Coalition Against Counterfeiting and Piracy
- International Anti-Counterfeiting Coalition (IACC)
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Biotechnology Industry Organization (BIO)

## IP Resources

A wealth of information on protecting IP is freely available to U.S. rights holders. Some excellent resources for companies regarding intellectual property include:

- For information about patent, trademark, or copyright issues -- including enforcement issues in the US and other countries -- call the STOP! Hotline: **1-866-999-HALT** or visit [www.STOPfakes.gov](http://www.STOPfakes.gov).
- For more information about registering trademarks and patents (both in the U.S. as well as in foreign countries), contact the U.S. Patent and Trademark Office (USPTO) at: **1-800-786-9199**, or visit <http://www.uspto.gov/>.
- For more information about registering for copyright protection in the United States, contact the U.S. Copyright Office at: **1-202-707-5959**, or visit <http://www.copyright.gov/>.
- For more information about how to evaluate, protect, and enforce intellectual property rights and how these rights may be important for businesses visit the “Resources” section of the STOPfakes website at <http://www.stopfakes.gov/resources>.
- For information on obtaining and enforcing intellectual property rights and market-specific IP Toolkits visit: [www.stopfakes.gov/businesss-tools/country-ipr-toolkits](http://www.stopfakes.gov/businesss-tools/country-ipr-toolkits). The toolkits contain detailed information on protecting and enforcing IP in specific markets and also contain contact information for local IPR offices abroad and U.S. government officials available to assist SMEs.

The U.S. Department of Commerce has positioned IP attachés in key markets around the world. You can get contact information below for the IP attaché who covers the European region:

In any foreign market companies should consider several general principles for effective protection of their intellectual property. For background, please link to our article on [Protecting Intellectual Property](#) and [Stopfakes.gov](#) for more resources.

### IP Attaché Contact

Susan Wilson  
 U.S. Mission to the European Union  
 Boulevard du Régent 27  
 BE-1000  
 Brussels, Belgium  
 Tel: +32 2-811-5308  
 E-mail: [susan.wilson@trade.gov](mailto:susan.wilson@trade.gov)

## Due Diligence

Manufacturers seeking an Irish agent or distributor to service the domestic and European markets should consider visiting Ireland to appraise the relative merits of prospective agents. In addition to acquainting the

U.S. exporter directly with local market conditions and special sales characteristics, a visit also provides an opportunity to discuss policy and sales campaigns with the agent or distributor, review responsibility for customs fees, taxes, labeling, transportation modalities, business procedures, payments and if necessary, registration. These responsibilities should always be clearly defined before undertaking a long-term relationship.

- The U.S. Commercial Service at the U.S. Embassy in Dublin offers a range of customized business solutions to U.S. firms seeking to identify agents, distributors, sales, or business partners in Ireland. U.S. firms interested in achieving representation in Ireland are welcome to contact the [U.S. Commercial Service in Dublin](#) for information on matchmaking services such as the Gold Key Service (GKS), International Partner Search (IPS) and other customized services.
- U.S. firms are strongly encouraged to maintain close contact with newly appointed agents or distributors throughout their working relationship. Since certain products and equipment require servicing to maintain their useful life, the U.S. exporter should determine when this is needed and develop a distribution network to include such servicing by qualified personnel. To develop trust, loyalty and marketing skills, U.S. producers frequently bring their agents or distributors to the United States for training and marketing assistance.
- Large Irish companies have listings on the Dublin and London stock exchanges, and in recent years, emerging high technology and internet companies have secured listings on the NASDAQ and the Frankfurt Stock Exchange. Publicly traded companies must publish substantive annual reports which meet the reporting requirements laid down by the accounting bodies and which comply with stock exchange regulations. In addition, company legislation requires that every registered company both privately held and publicly traded must file a set of audited accounts annually with the Companies Registration Office.

Copies of such audited accounts can be obtained directly from the [Companies Registration Office](#) for specified fees. In addition, mercantile agencies such as [Dun & Bradstreet Ireland](#) will undertake commercial credit reporting on any company in Ireland. These reports are available [on-line](#).

### **Local Professional Services**

Service providers focusing on EU law, consulting, and business development can be viewed on the website maintained by the [Commercial Service at the U.S. Mission to the European Union](#). Please contact the US Commercial Service – Dublin at [office.dublin@trade.gov](mailto:office.dublin@trade.gov) for inquiries and contact information for local professional services.

### **Principal Business Associations**

[Chambers Ireland](#) maintains a large network of chambers of commerce with the largest being based in Dublin, Cork, Limerick and Galway.

The [American Chamber of Commerce Ireland](#), (AmCham), is the voice of the 700 U.S. companies with operations in Ireland. AmCham represents the interests of its members with active working groups in areas such as human resources, research, development and innovation and employment law. The organization, for which the U.S. Ambassador to Ireland is patron, also maintains regional chapters and maintains a busy schedule of events throughout the year to facilitate policy exchange and networking.

The [Irish Business and Employers' Confederation](#), (IBEC), is the largest business representational organization in Ireland with over 7,500 members. IBEC's remit is to lead, shape and promote business policy and conditions to drive success. The organization maintains over 60 business and trade organizations representing leading sectors.

Two organizations represent small and medium size companies; the [Small Firms Association](#), (IBEC) and the [Irish Small and Medium Enterprises Association](#) (ISME).

All business associations in Ireland accept U.S. companies as members.

### **Limitations on Selling US Products and Services**

All citizens or sub-sets of the population of Ireland can own and sell manufacturing products or services across the board therefore no particular limitations apply.

### **Web Resources**

Irish Websites:

[Enterprise Ireland](#)

[Local Enterprise Office: Supporting SMEs Online Tool](#)

[The U.S. Commercial Service in Dublin](#)

[Business Service Providers](#)

[Shannon Free Trade Zone](#)

[Irish Times](#)

[Irish Independent](#)

[Irish Examiner](#)

[The Herald](#)

[The Sunday Business Post](#)

[The Advertising Standards Authority of Ireland](#)

[Irish Department of Justice & Equality](#)

[Office of the Parliamentary Counsel to the Government.](#)

[Registrar of Companies](#)

[Interactive Direct Marketing Association in Ireland](#)

[Public Sector Procurement portal](#)

[Companies Act 2014](#)

[Dun & Bradstreet Ireland](#)

[Chambers Ireland](#)

[American Chamber of Commerce Ireland](#)

Irish Business & Employers Confederation – Ibec: <https://www.ibec.ie>

Small Firms Association: <http://www.sfa.ie/>

Irish Small and Medium Enterprises Association: <http://isme.ie/>

Irish Revenue: <https://www.revenue.ie>

European Websites:

Privacy: [http://ec.europa.eu/justice\\_home/fsj/privacy/index\\_en.htm](http://ec.europa.eu/justice_home/fsj/privacy/index_en.htm)

Data Protection: [http://ec.europa.eu/justice/data-protection/document/international-transfers/transfer/index\\_en.htm](http://ec.europa.eu/justice/data-protection/document/international-transfers/transfer/index_en.htm)

Binding Corporate Rules:

[http://ec.europa.eu/justice/data-protection/document/international-transfers/binding-corporate-rules/index\\_en.htm](http://ec.europa.eu/justice/data-protection/document/international-transfers/binding-corporate-rules/index_en.htm)

Agent Distributor Agreement Termination:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31986L0653:EN:HTML>

Rules Governing Competition:

[http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L\\_.2014.349.01.0001.01.ENG](http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2014.349.01.0001.01.ENG)

Rules Governing Payment: <http://ec.europa.eu/growth/smes/support/late-payment/>

European Ombudsman: <http://www.ombudsman.europa.eu/>

Protection of Personal Data: [http://ec.europa.eu/justice\\_home/fsj/privacy/index\\_en.htm](http://ec.europa.eu/justice_home/fsj/privacy/index_en.htm)

Model Contracts for the Transfer of Personal Data to Third Countries:

[http://ec.europa.eu/justice/data-protection/international-transfers/transfer/index\\_en.htm](http://ec.europa.eu/justice/data-protection/international-transfers/transfer/index_en.htm)

Overview on Binding Corporate Rules: [http://ec.europa.eu/justice/data-protection/international-transfers/binding-corporate-rules/index\\_en.htm](http://ec.europa.eu/justice/data-protection/international-transfers/binding-corporate-rules/index_en.htm)

AmCham EU position on Privacy Shield: <http://www.amchameu.eu/position-papers/position-paper-amcham-eus-response-public-consultation-evaluation-and-review>

AmCham EU position on the General Data Protection Regulation:

<http://www.amchameu.eu/position-papers/position-paper-amcham-eus-position-general-data-protection-regulation>

Consumer Affairs Homepage: [http://ec.europa.eu/consumers/index\\_en.htm](http://ec.europa.eu/consumers/index_en.htm)

Consumer Rights:

[http://ec.europa.eu/justice/consumer-marketing/rights-contracts/directive/index\\_en.htm](http://ec.europa.eu/justice/consumer-marketing/rights-contracts/directive/index_en.htm)

Directive 2002/65/EC:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32002L0065:EN:NOT>

EU Online Services - Single EU Market: [http://ec.europa.eu/internal\\_market/e-commerce/index\\_en.htm](http://ec.europa.eu/internal_market/e-commerce/index_en.htm)

Official Journal of the European Community:

<http://ted.europa.eu/TED/main/HomePage.do>

E-Commerce Directive: [http://ec.europa.eu/internal\\_market/e-commerce/directive\\_en.htm](http://ec.europa.eu/internal_market/e-commerce/directive_en.htm)

VAT on Electronic Services:

[http://ec.europa.eu/taxation\\_customs/taxation/vat/how\\_vat\\_works/telecom/index\\_en.htm](http://ec.europa.eu/taxation_customs/taxation/vat/how_vat_works/telecom/index_en.htm)

Single Market Goods Product Liability:

[http://ec.europa.eu/growth/single-market/goods/free-movement-sectors/liability-defective-products\\_is](http://ec.europa.eu/growth/single-market/goods/free-movement-sectors/liability-defective-products_is)

Consumers Safety: [http://ec.europa.eu/consumers/safety/prod\\_legis/index\\_en.htm](http://ec.europa.eu/consumers/safety/prod_legis/index_en.htm)

Consumers Rights: [http://ec.europa.eu/consumers/rights/gen\\_rights\\_en.htm](http://ec.europa.eu/consumers/rights/gen_rights_en.htm)

European Franchise Federation: <http://www.eff-franchise.com/>

EU Member States' Country Commercial Guides: <https://www.export.gov/ccg>

Access to European Union Law:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32002L0065:EN:NOT>

EuroMonitor International: <http://www.euromonitor.com/internet-retailing-in-ireland/report>

MOSS registration system: <http://www.revenue.ie/en/tax/vat/moss/index.html>

U.S. Websites:

U.S. Commercial Service:

<http://www.export.gov/ireland/businessserviceproviders/index.asp>

U.S.-EU Privacy Shield Overview:

[http://ec.europa.eu/justice/data-protection/files/factsheets/factsheet\\_eu-us\\_privacy\\_shield\\_en.pdf](http://ec.europa.eu/justice/data-protection/files/factsheets/factsheet_eu-us_privacy_shield_en.pdf)

IP Protection: <http://www.stopfakes.gov/>

IP attaché: <http://www.uspto.gov/learning-and-resources/ip-policy/ip-attach-program.html>

US Trademark and Patents Office: <http://www.uspto.gov/>



## Leading Sectors for US Exports & Investments

### Agricultural Sectors

This is a best prospect industry sector for this country. Includes a market overview and trade data.

#### Overview

Agricultural production is a key driver of the Irish economy. A major livestock producer, Ireland has very limited horticultural and grain production on account of its topography and climate. Ireland manufactures many derivatives and value-added products from its livestock base. However, much of its beef and dairy products are exported. Ireland imports around 80 percent of its animal feed, food and beverage needs. Ireland is deeply concerned about the UK's exit from the European Union, since there is the potential for additional burdens on trade such as tariffs or certificates from its premier trading partner. Besides receiving a considerable proportion of its groceries from the UK, Ireland imports from EU countries such as Netherlands (beer, cut flowers), France (beer, wine), Italy (wine, non-alcoholic beverages). Major third country trading partners are Chile (wine, apples), Argentina (wine, animal feed), New Zealand (wine, bovine semen). Ireland is a key destination for animal feed ingredient imports from the U.S. However, overall the U.S. is currently not a major direct supplier of food and beverage products. Ireland receives many U.S. products including wine, fresh and dried fruit, and confectionery via inter-UK trade.

#### Agricultural Food, Feed and Beverage Trade

	2016	2017	2018	2019 forecast
Total Local Production	15,444.5	16,500.0	17,750.0	19,000.0
Total Exports	12,822.3	14,659.6	15,091.2	15,500.0
Total Imports	8,897.3	9,690.2	10,864.5	11,500.0
Imports from the U.S.	307.2	267.5	383.6	380.0
Total Market Size	11,519.5	11,530.6	13,523.3	15,000.0
Exchange Rates	1USD = 0.90 Eur	1USD = 0.89 Eur	1USD = 0.84 Eur	1USD = 0.89 Eur

(total market size = (total local production + imports) - exports)

Units: \$ millions

Source: This table covers Chapters 1 – 23 of the Harmonized Schedule Codes

Total Local Production - Bord Bia Factsheet: 2016; 2017, 2018, 2019 are estimates

Total Exports and Imports – Eurostat

Imports from U.S. - U.S. Department of Commerce, Bureau of Census figures: Exports to Ireland

### Leading Sub-Sectors

The most important category for U.S. agricultural exports to Ireland is lightly processed or bulk commodity products destined to be incorporated into rations for Ireland's livestock industry. As Ireland has very limited capacity to produce grains for animal feed it must import significant quantities. The trade is highly dependent on global prices and local harvest success. It really depends on whether Irish farmers have their own feedstock for animals in any given year or whether there is a need to import. It is also dependent on whether the European Union approval system for genetically engineered crops has kept pace with what is planted in the United States. If the U.S. plants a variety of soy or corn not yet approved for food/feed in the EU, trade in derivatives of these products ceases.

In 2018, over sixty percent of agricultural and food imports into Ireland from the United States were animal feed ingredients. The reduced capacity for U.S. exports of animal feed to China this past year meant that the U.S. shipped more to Europe.

The lines below show Ireland's import values from the main suppliers for calendar year 2018:

- Distillers Dried Grains: United States (\$78 million); UK (\$22 million); Canada (\$18 million)
- Other animal feed, including Corn Gluten Feed: Argentina (\$59 million); UK (\$14 million); United States (\$13 million)
- Soybean meal: Argentina (\$149 million); UK (\$37 million); Canada (\$30 million); United States (\$16 million)
- In addition, connected to its livestock dominance, Ireland imports around \$2-3 million worth of bovine semen every year. The U.S. currently has 15 percent market share of this trade, and likely more since some product may be routed via the UK.
- Live horses for the high-end racing industry are \$20-40 million per year in exports from the U.S.
- Edible Fats & Oils, Vegetable Saps & Extracts, Essential Oils, Whey, Peptones/Other Proteins, Flavorings and Enzymes are imported to support Ireland's manufacturing sector with ingredients not readily available in Ireland.
- Some grocery items such as sauces, chips, cookies, confectionery are imported directly, as well as fresh produce/nuts not produced in Ireland such as sweet potatoes, almonds, grapes and walnuts.

## **Opportunities**

Opportunities exist in all sectors. However, research is needed to identify routes to market and main players.

Sectors showing total import growth in the last three years include: Animal Feed, Sugar Confectionery, Consumer-Oriented Groceries, Alcoholic Drinks.

For consumer-oriented products, foodservice, on-the-go and fast-food sectors represent the fastest growing areas. Healthy, clean label ingredients are also required for ready meals, snacking solutions and breakfast cereals.

## **Web Resources**

<https://uk.usembassy.gov/embassy-consulates/government-agencies/fas/>

<https://www.fas.usda.gov>

<https://www.bordbia.ie/industry/buyers/industryinfo/agri>

<https://www.agriculture.gov.ie/>

<https://www.fsai.ie/>

<https://www.igfa.ie/>

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## Healthcare

### Overview

Ireland has a dual healthcare system, consisting of both private and public healthcare options. The public healthcare system is regulated by the Irish government's [Health Service Executive](#) (HSE). In 2019, the overall non-capital allocation to the HSE for 2019 is just over €16 billion. Latest figures show that there are 10,665 in-patient beds and 2,170 daybeds distributed across 48 public hospitals. Private hospitals operate almost one-third of the acute hospitals in Ireland with 1,796 in-patient beds. There are about 2,500 General Practitioners (MDs) in Ireland, working in group practices, primary care centers, single practices and health centers around the country. The Irish healthcare market maintains a strong affinity with the U.S. as many of its doctors and consultant specialists are trained at leading U.S. healthcare facilities. Strong relationships also exist between American and Irish universities and hospitals.

### Leading Sub-Sectors

Sub-sectors for U.S. suppliers include:

- Medical Devices
- Drugs and Pharmaceuticals
- Research and Development
- eHealth
- Diagnostic
- Assisted-Living and Homecare Products
- Bio-Medical Products

### Opportunities

By 2040 the population of Ireland is expected to grow by over 1 million to 5.7 million people. Population health at the national level presents a picture of decreasing mortality rates and increasing life expectancy over the past ten years. According to the [Economic and Social Research Institute](#) (ESRI), Ireland's rapidly growing and ageing population will create an exponential demand for increased healthcare services by 2030. Current challenges include budgetary pressures, the development of a more hospital-centric model of care, long waiting lists and a rise in the incidence of chronic illnesses. This results in an increased demand for health services with a particular focus on acute hospitals, primary care, and services for older persons care. The report commissioned by The Department of Health (DoH) '*Review Of Health Demand And Capacity Requirements In Ireland To 2031*' is available [here](#).

The Irish Government is an advocate of preventative medicine focusing on breast, cervical, bowel and diabetic retina screening/checks. Opportunities exist for equipment that saves time and resources and produces cost savings in a price sensitive market. A new emphasis however is emerging on high quality American-made products to counteract cheaper less reliable imports from other nations.

In 2017, almost all hospitals reported being over budget with an average overrun of 7 percent. This indicates the current need for new tools and initiatives to drive productivity and efficiency within the sector. A recent [report](#) commissioned by the Irish Medical and Surgical Trade Association on the state of medical equipment

management throughout the Irish health service shows that a significant public health risk exists from continuing to utilize ageing / obsolete medical equipment.

In December 2013, the Government launched the eHealth strategy with the purpose of outlining the importance of recognizing Digital Health as a national infra-structural investment for Ireland. eHealth Ireland is the HSE's office of the Chief Information Officer which has been tasked with delivering Ireland's eHealth strategy.

The Irish Government has published a National Development Plan 2018-2027 which sets out a significant public investment plan to meet Ireland's needs over the next ten years. The strategic investment priorities capital spending on health of €10.9 billion. Major investment projects include the construction of new hospitals and additional capacity in existing facilities in different areas such as maternity, oncology, mental health, primary and residential care, nursing homes, acute care, eHealth, rehabilitation and disability.

All public sector contracting authorities advertise procurement opportunities and award notices on the eTenders Procurement website, the Irish Government's electronic tendering platform. Directions for use of this site are outlined at [www.etenders.gov.ie](http://www.etenders.gov.ie) and as a US exporter to Ireland, you should register as a Supplier Company. Please note, in the near future, Electronic tendering will be a European requirement.

## **Web Resources**

Department of Health - [www.health.gov.ie](http://www.health.gov.ie)  
Health Service Executive (HSE) - [www.hse.ie](http://www.hse.ie)  
Health Products Regulatory Authority (HPRA) - [www.hpra.ie](http://www.hpra.ie)  
Irish Medical Devices Association - [www.irishmedtechassoc.ie](http://www.irishmedtechassoc.ie)  
Economic and Social Research Institute - [www.esri.ie](http://www.esri.ie)  
Irish Medical & Surgical Trade Association - [www.imsta.ie](http://www.imsta.ie)

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## **Information and Communication Technology (ICT)**

### **Overview**

Ireland's \$14 billion digital economy accounts for 6% of GDP. About 100,000 digital companies operate in the Irish market including major U.S. firms such as Apple, Cisco, Facebook, Google, HPE, IBM, Intel, Microsoft, Facebook and Twitter. There is also a very strong SME community of digital technology companies. The Irish ICT market is in a strong growth phase at present with demand in this \$4.8 billion market growing by over 5% annually in recent years. Ireland is an active member of the EU Digital-Nine – a group of countries that seek to be front runners in the European Digital Single Market.

### **Leading Sub-Sectors**

*IT, Software and Computer and Cloud Services*

The outlook for the Irish IT market is very positive with IT spending expected to grow in line with economic growth projections of 5% through 2019. End user demand for cloud computing [encompassing Software-as-a-Service (SaaS), Infrastructure-as-a-Service (IaaS), and Platform-as-a-Service (PaaS)] is expected to underpin market demand going forward. The rise in cloud adoption comes at a time when Irish businesses are seeing their data volumes explode. In the next three years, Irish businesses anticipate that their data volumes will surge by 72 percent. The growth in data has resulted in the average Irish enterprise spending €1.35 million on data storage, processing and handling in the past year.

There are 53 datacenters in Ireland with Hyperscale (Amazon, Facebook etc), being the dominant datacenter type accounting for 72% of capacity. The colocation wholesale market has grown from almost zero to 13% in the past 3 years. Further datacenters are planned in both the hyperscale and colocation segments.

Annual expenditure in enterprise software is about €258 million and is driven by document and content management solutions, business intelligence and analytics, database, web servers, and enterprise portals. Expenditure on network storage software is around €62 million while the security software market is estimated at €124 million. Spending on software in the healthcare sector is circa €85 million.

### ***IOT /Smart Cities***

Demand for Internet-of-Things (IOT) technology and services in Ireland is increasing particularly around applications within the healthcare, energy, transport, public sector and manufacturing industries. Ireland's three principal cities – Dublin, Cork and Limerick – have led the emergence of IOT/smart city projects in recent years. To date, all smart city initiatives have been built on top of legacy infrastructure and many decades of social and economic programs, rather than creating new smart city districts. However, green-field initiatives are emerging in all three cities which have strong vision-oriented smart city strategies: [Smart Dublin](#), [Cork Smart Gateway](#) and [Digital Limerick](#). The [All Ireland Smart Cities Forum](#) is endeavoring to foster the development of similar strategies in other cities and regions of the country. Leading U.S. ICT firms have played strong roles in the evolution of local smart cities projects. The positive interest in learning about new and emerging smart cities initiatives originating in the U.S. underscores opportunities for emerging U.S. SMEs going forward.

### **Opportunities**

The Irish ICT market is open and highly competitive with many international suppliers offering new and innovative digital products and services. U.S. vendors have a strong competitive presence in the market. Irish distributors, systems integrators and value-added resellers (VARs) are continually seeking to identify and source the latest innovative digital products and services especially from the U.S. The market offers excellent opportunities for U.S. firms including SMEs with innovative and leading-edge digital technologies. Sector-specific opportunities exist across the ERP, Financial, Healthcare, Energy, and Telecom segments together with Cloud Computing, Data Analytics & Big Data and Smart Cities. End user segments encompass organizations ranging from SMEs to large corporations and the public sector.

Regulatory arrangements for the ICT sector are largely driven by the European Commission's Digital Single Market (DSM) which is fostering initiatives on free flow of data; cybersecurity; e-Privacy; setting ICT standards; and intellectual property. U.S. suppliers need to be particularly cognizant of data privacy issues specifically the EU General Data Protection Regulation (GDPR) and EU-US Privacy Shield. [GDPR](#) came into force on May 25, 2018 and is having a profound effect on the way that data controllers and data processors are being regulated. It provides for the free flow of personal data within the EU and also for its protection when it leaves the region's borders. The [EU-U.S. Privacy Shield](#) Framework was designed by the U.S. Department of Commerce and the European Commission to provide companies on both sides of the Atlantic with a mechanism to comply with data protection requirements when transferring personal data from the European Union to the United States in support of transatlantic commerce.

## Web Resources

Technology Ireland: <https://www.technology-ireland.ie>

Host in Ireland: <http://hostinireland.com>

TechCentral: <http://www.techcentral.ie>

Silicon Republic: <http://www.siliconrepublic.com>

Public Procurement Portal (eTenders): <http://www.etenders.gov.ie>

For more information about Ireland's ICT and digital services sector, please contact:

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## Energy – PowerGen & Smart Grids

### Overview

This is a best prospect industry sector for this country.

### Overview

The Irish electricity market has been fully liberalized since February 2005 in line with the European Union (EU) energy framework. The \$2.6 billion Irish market for electrical power generation equipment is very receptive to U.S. technology. In the face of strong international competition, U.S. companies have achieved success in supplying technology, equipment, and systems to Irish power generation operators. Since 2011, ESB Networks has been undertaking a smart networks initiative around renewable energy integration in conjunction with the U.S.-based Electrical Power Research Institute (EPRI).

Fully dispatchable generation capacity in Ireland was 7,913 MW in 2018. Around 786 MW of this capacity will be decommissioned between 2022 and 2023 because of emissions restrictions related to the EU's Industrial Emissions Directive 2010/75/EU. Total wind generation capacity is over 3300 MW. There is presently over 600 MVA of demand capacity that is contracted to the 53 datacenters based in Ireland. The typical load drawn by these customers is approximately 50% of their contracted Maximum Input Capacity. This is expected to rise as these customers build out to their full potential. Demand from datacenters is forecast to account for 31% of all energy demand by 2027.

### Leading Sub-Sectors

Key areas of opportunity encompass smart grids, gas-fired generation, and renewable energy. Sub-sectors offering good potential for U.S. suppliers of innovative and leading-edge solutions include:

- Smart meters and advanced metering infrastructure
- Communication and data management software
- Grid optimization and automation technologies
- Demand response and control systems
- Energy management for distributed generation and storage
- Cyber security software and services
- Consumer engagement platforms and services

### Opportunities

Ireland's largest energy company, ESB, has ongoing investment plans for upgrading its power generation assets, transmission, and distribution networks through 2027. Planned network transmission projects by EirGrid (Ireland's TSO) together with investments in generation capacity by independent power producers will also offer potential market opportunities. Finally, sustainable energy developments being fostered by Sustainable Energy Authority of Ireland (SEAI) will offer sales prospects going forward. Both the Commission for Regulation of Utilities (CRU) and the SEAI have taken the lead in advancing key components of Ireland's smart grid strategy. They are being actively supported by the Irish energy community [companies, energy research centers and academia] as well as by Ireland's enterprise development agencies (IDA Ireland & Enterprise Ireland).

## **Web Resources**

Department of Communications, Climate Action & Environment (DCCAE): <http://www.dccae.gov.ie>  
Commission for Regulation of Utilities (CRU): <https://www.cru.ie>  
Sustainable Energy Authority of Ireland (SEAI): <http://www.seai.ie>  
Electricity Supply Board (ESB): <http://www.esb.ie>  
Electric Ireland: <https://www.electricireland.ie>  
ESB Networks: <https://www.esbnetworks.ie/>  
EirGrid: <http://www.eirgridgroup.com>  
Public Procurement Portal (eTenders): <http://www.etenders.gov.ie>

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## **Cybersecurity**

### **Overview**

This is a best prospect industry sector for this country.

### **Overview**

The \$300 million Irish market for cybersecurity solutions and services is extremely vibrant and U.S. vendors have a strong presence. Reported economic crime and fraud in Ireland has increased significantly in recent years and cybercrime is considered the most disruptive economic crime facing the business community going forward. With its large \$14 billion digital economy, Ireland is increasingly encountering cybersecurity threats that have led to a strong upsurge in spending on cyber security in both the public and private sectors.

Following the successfully September 2018 transposition of the EU's Network Information Services (NIS) Directive into Irish law, the Irish government plans to publish its new National Cyber Security Strategy by September 2019. In addition, Ireland's CS-IRT (Cyber Security Incident Response Team) - the National Cyber Security Centre (NCSC) - has received increased funding in recent budgets that will facilitate the provision of suitable expertise for businesses and individuals, as well as rapid response to major incidents.

## **Leading Sub-Sectors**

Ireland's \$14 billion digital economy comprises some 100,000 digital companies including major U.S. firms and a growing SME community. Ireland also has 53 data centers with Hyperscale (Amazon, Facebook etc), being the dominant datacenter type accounting for 72% of capacity. Further datacenters are planned in both the hyperscale and colocation segments. The Government is implementing its digital transformation agenda to move more public services online, thereby increasing the need for the data of citizens to be protected.

Both the General Data Protection Regulation (GDPR) and the Network Information Services (NIS) Directive are driving future spending on cybersecurity as companies, digital service providers, critical infrastructure providers and the public-sector seek to comply with these regulations. Companies that suffer data breaches and cyber incidents in the future will be liable for heavy penalties that could amount to as much as 4% of a company's global revenues.

## **Opportunities**

The 2018 PwC Ireland Economic Crime Report revealed that almost 50% of Irish organizations suffered an economic crime or fraud since 2016. This growing threat of cyber-attacks is driving increased spending on security solutions. Opportunities exist to provide cybersecurity solutions and services to large corporations, SMEs and public-sector organizations. The most significant opportunities are to be found in organizations for which IT security is mission critical, e.g. major financial institutions, utilities and government departments. To date, U.S. cybersecurity firms have been playing a leading role in the Irish market and Irish distributors, systems integrators and value-added resellers (VARs) are continually seeking to identify and source the latest innovative cybersecurity solutions from the U.S.

Preparedness for cybercrime in Ireland is increasing with many companies performing cyber-attack vulnerability risk assessments. However, while extremely vigilant in the search for fraud, Irish organizations have been slow to invest in technologies related to fraud prevention, detection and authentication. Most economic crimes in Ireland are detected through corporate controls including fraud risk assessments, suspicious transaction reporting and corporate security. No frauds were detected via data analytic techniques.

## **Web Resources**

Department of Communications, Climate Action & Environment (DCCA): <https://dcca.gov.ie/en-ie/communications/topics/Internet-Policy/Pages/default.aspx>

National Cyber Security Center: <https://www.ncsc.gov.ie/>

PWC Ireland Economic Crime Report 2018 – <https://www.pwc.ie/publications/2018/economic-crime-survey-2018.pdf>

Network Information Services (NIS) Directive: <https://dcca.gov.ie/en-ie/communications/topics/Internet-Policy/cyber-security/network-and-information-systems-directive/Pages/default.aspx>

TechCentral: <http://www.techcentral.ie>

Silicon Republic: <http://www.siliconrepublic.com>

Public Procurement Portal (eTenders): <http://www.etenders.gov.ie>

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## **Energy – Oil & Gas**

### **Overview**

This is a best prospect industry sector for this country.

### **Overview**

Oil and gas exploration activity began offshore in Ireland in the early 1970s. To date, success has been limited to four commercial natural gas discoveries; namely the Kinsale Head, Ballycotton and Seven Heads gas fields off the coast of Cork and the Corrib gas field off the coast of Mayo. Marathon Petroleum successfully operated the three Cork gas fields between 1970 and 2007. As output declined, it exited in 2007 by selling to Malaysia-based Petronas. The Corrib gas field was operated since 2002 by Netherlands-based Shell until it sold its 45% stake to a company owned by the Canada Pension Plan Investment Board (CPP) in late 2018. There have been no commercial discoveries of oil to date. Ireland is regarded as a high-risk location in terms of exploration activity and the absence of commercial discoveries in recent years does impact the sector which would benefit greatly from a commercial discovery.

Natural gas plays a critical role in Ireland's energy mix and economy, providing around 30% of Ireland's total primary energy requirement and generating about 50% of Ireland's electricity. Many indigenous and multinational companies in Ireland rely on gas and around 650,000 households use natural gas for home heating. Ireland currently has two main sources of gas supply – Corrib and imports from the UK via two gas interconnector pipelines. Corrib supplies around 60% of Ireland's annual demand with 35% imported from the UK and the remaining 5% coming from the Kinsale gas field (due to cease by 2021). Gas production from Corrib is forecast to decline over the next decade, accounting for less than 20% of demand by 2025 with supply ceasing around 2030.

In the absence of new gas fields, Ireland would then be totally dependent on the UK for its gas supply. However, by 2030, the UK will likely need to import 75% of its gas supplies because of a decline in North Sea production. These gas imports would likely come from Norway, Russia, Qatar and various countries outside Europe. Thus, the gas supply route to Ireland would be longer and add a greater risk of supply disruption and price volatility. Furthermore, Ireland's dependence on gas will increase when the use of coal and peat for electricity generation ends around 2025/2030.

### **Leading Sub-Sectors**

Security of supply is a key tenet of Irish energy policy. Relying on imported gas from/through the UK for all of Ireland's gas supply beyond 2030 does not equate with this policy. Identifying alternative sources of supply and supply routes is being addressed by the Irish Government and its energy agencies. Developing a Liquefied Natural Gas (LNG) import terminal in Ireland is one proposed solution that would enhance Ireland's security of gas supply and provide access to the increasingly competitive global LNG market. Development of a gas storage facility is another solution being considered. Ireland is the only country in the EU without gas storage. Exploration activity for gas offshore will continue to be promoted alongside an appropriate licensing regime and regulatory framework. A combination of indigenous offshore gas and LNG imports would offer a competitive supply scenario and address Ireland's security of supply concerns.

### **Opportunities**

According to a PWC 2018 survey, Ireland's oil and gas sector is showing signs of recovery after a difficult number of years. Investment levels in Irish exploration are predicted to reach €500 million by 2020. This positive outlook is based upon planned drilling programs in Irish waters during this period.

The potential for the development of an LNG infrastructure is actively being explored by the Irish government and its energy agencies as well as the private sector. Two major LNG projects are under active consideration locally and both involve U.S. LNG companies as co-promoters. The PWC report states that the ports of Cork and Foynes are the ones most likely to benefit from Irish exploration investment and/or a petroleum discovery. Both ports are also the proposed sites for the LNG terminal projects. The [U.S. Commercial Service in Dublin](#) is actively monitoring developments on these two LNG projects to ensure the U.S. backers achieve project success.

## Web Resources

Department of Communications, Climate Action & Environment (DCCAE): <http://www.dccae.gov.ie>

Commission for Regulation of Utilities (CRU): <https://www.cru.ie>

Sustainable Energy Authority of Ireland (SEAI): <http://www.seai.ie>

Ervia: <http://www.ervia.ie/>

Gas Networks Ireland: <https://www.gasnetworks.ie>

Public Procurement Portal (eTenders): <http://www.etenders.gov.ie>

Irish Government's Long Term Gas Resilience Study 2018: <https://dccae.gov.ie/en-ie/energy/publications/Pages/Long-Term-Resilience-Study.aspx>

PWC 2018 Ireland Oil & Gas Survey: <https://www.pwc.ie/media-centre/press-release/2018/2018-oil-and-gas-survey.html>

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## Safety and Security

### Overview

This is a best prospect industry sector for this country.

### Overview

Market demand for products and services in the Irish safety and security market is estimated at \$3-4 billion. Demand is currently strongest in the commercial, industrial and consumer segments with the presence of many large multinational companies in Ireland underpinning demand. It is a very competitive market with strong international competition. The market continues to benefit from the focus on security and counter terrorism at a global and regional EU level to guard against the increased threat of crime and the general demand for security products and services.

The threat from terrorism to Ireland is low overall compared with European countries such as the UK and France. While the threat to national infrastructure would be characterized at the lower end of the scale, the

Irish government and its security agencies remain vigilant and strategies for counter-terrorism, homeland security and critical infrastructure protection are in place.

With its large digital economy, Ireland is increasingly facing cybersecurity threats. This has led to an upsurge in spending on cyber security – both public and private sector. The Government is also implementing its digital transformation agenda to move more and more services online.

## **Leading Sub-Sectors**

### ***Access Control and Identity Management***

The presence of 1,000 multinational companies (MNCs) in Ireland including 700 U.S. firms with significant critical operational facilities across the country has driven demand for access control solutions. Most MNCs deploy solutions that are mandated at a corporate level. Local firms across manufacturing, agri-business, financial services and the public-sector are increasingly deploying access control solutions.

### ***Screening and Detection***

The need for increased security at Ireland's international airports and other high-profile national locations continues to drive the demand for better and more sophisticated screening solutions from which U.S. companies offering advanced technologies in these sub-sectors can benefit. Ireland's three main airports have initiated plans to update their baggage handling systems to comply with the EU's new explosive detection requirements that come into effect from 2020.

## **Opportunities**

The need to secure critical national infrastructure going forward will create opportunities for a range of products and services such as security screening, biometric, connectivity, crowd management, physical protection of assets, intelligent surveillance, and anti-drone systems. Products and technologies offering opportunities include security and building automation, access control, digital CCTV and surveillance systems, biometrics and internet security. Irish suppliers and end users are very receptive to U.S. products however, innovative, leading-edge and competitively priced products are critical for market success.

## **Web Resources**

Irish Security Industry Association: <http://www.isia.ie>

The Private Security Authority of Ireland: <https://www.psa.gov.ie>

ASIS International Ireland Chapter: <https://www.asis.ie/>

TechCentral: <http://www.techcentral.ie>

Silicon Republic: <http://www.siliconrepublic.com>

Public Procurement Portal (eTenders): <http://www.etenders.gov.ie>

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## **Travel and Tourism**

### **Overview**

Ireland is ranked in the top 20 international markets for visitation to the US. Since 2009, there has been a 27% increase in passenger volumes from Ireland to the United States. Travel by Irish residents alone increased by 9.8% from 2017 to 2018. Through the peak summer season, 194 direct flights or 45,000 seats a week, operate via Dublin and Shannon airports reducing to 144 flights in the winter. Direct routes operate to 18 U.S. airports: JFK, NY Stewart, Newark Liberty, Charlotte Douglas, Chicago O'Hare, Logan, Hartsfield-Jackson Atlanta, Philadelphia, San Francisco, Washington Dulles, Orlando, Bradley, Los Angeles, Miami, TF Green, Seattle-Tacoma, and most recently Dallas and Minneapolis-St. Paul.

Ireland has the highest per capita travel to the U.S. in Europe and is the third highest in the world, second only to Canada and Mexico. Irish visitors tend to yield a higher than average spending while in the U.S and about three quarters of the trips are leisure trips. The average length of stay is 16 nights. Forward bookings remain positive due to the competitive hotel/bed market and an increase in airline capacity. Industry sources relay that Irish travel agents are experiencing a significant increase in bookings for the second half of 2019 and into 2020.

Ireland offers Customs and Immigration pre-clearance in both Shannon and Dublin airports, one of the very few countries in the world to do so. Preclearance is poised to preclear over two million passengers this year travelling to the United States. Dublin Airport is the 5th largest hub in Europe for transatlantic services to North America. A planned new runway at Dublin airport will provide future growth opportunities on transatlantic routes. Forecasts show that the Irish transatlantic travel market is expected to continue to grow, fueled by an increase in seat capacity, the opening of new direct routes, and expected economic growth (excluding any impact from Brexit).

### **Leading Sub-Sectors**

The three top destinations for Irish visitors are Las Vegas, New York and Orlando followed closely by Boston and Chicago. The top reason for Irish visitation to the U.S. is vacation (75%), followed by visiting friends/relatives and business travel. Shopping is the number one activity of Irish travelers followed by sightseeing, fine dining, national parks, and small towns/countryside.

### **Opportunities**

Cultural tourism, musical heritage, small towns, and historical sites also represent opportunities to attract Irish visitors. Package family holidays, cruise & stay and fly & drive holidays are in high demand. Trends show an increase in multi-experience holidays with longer stay in multiple locations. Travel agents are reporting that there has been a surge in popularity of all-inclusive cruises to U.S destinations, as well as attractions, transportation, and accommodation.

### **Web Resources**

VisitUSA Committee Ireland: <http://www.visitusa.ie>

BrandUSA: <http://www.thebrandusa.com>

World Travel Market, London, November 4-6, 2019 <http://www.wtmlondon.com>

Holiday World Show, Dublin, January 24-26, 2020 <http://www.holidayworldshow.com>

IPW, Las Vegas, Nevada, May 30 – June 3, 2020 <http://www.ipw.com>

For further information about the Irish travel and tourism market, please contact:

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## Customs, Regulations & Standards

### Trade Barriers

For information on existing trade barriers, please see the [National Trade Estimate Report on Foreign Trade Barriers](#) published by USTR.

Information on agricultural trade barriers can be found at the following website: [Foreign Agricultural Service](#).

To report existing or new trade barriers and get assistance in removing them, contact either the [Trade Compliance Center](#) or the [U.S. Mission to the European Union](#).

### Import Tariff

Ireland has been a member of the European Union (EU) since January 1, 1973. The EU is a customs union with free trade currently among 28 Member States. This will be reduced to 27 Member States after October 31, 2019 once the EU and UK each ratify the final agreement allowing the UK to exit the EU (Brexit) as a result of the June 2016 referendum that mandated Brexit. Free trade is also permitted between EU member states and the four members of the European Free Trade Association (EFTA) through multiple agreements. Taxes such as the value-added tax (VAT) and excise taxes are levied in the country of final destination. The EU also has a common agricultural policy, joint transportation policy, and free movement of goods and capital within member states.

The EU levies a common tariff on imports coming from non-EU countries such as the United States. When products enter the EU, they need to be declared to customs according to their classification in the Combined Nomenclature (CN). The CN document is updated and published every year, and the latest version can be found on the [European Commission's website](#). U.S. exports to the European Union enjoy an average tariff of just three percent.

U.S. exporters should consult “The Integrated Tariff of the Community”, referred to as TARIC (Tarif Intégré de la Communauté), to identify the various rules which apply to specific products being imported into the customs territory of the EU. To determine if a license is required for a particular product, check the TARIC. The TARIC can be searched by country of origin, Harmonized System (HS) Code, and product description on the interactive website of the Directorate-General for Taxation and the Customs Union. The online TARIC is updated daily.

**Key Link:** [TARIC](#)

Ireland applies EU tariffs (customs duties) which are based on the international Harmonized System (HS) of product classification. Duty rates on manufactured goods from the United States generally range from 5-8% and are usually based on the c.i.f. value of the goods at the port of entry. The c.i.f. value is the price of the goods (usually the sales price) plus packing costs, insurance, and freight charges to the port of entry. See: [Revenue and Customs](#)

Most raw materials enter duty free or at low rates. In accordance with EU regulations, agricultural and food items are often subject to import levies that vary depending on world market prices. The rates are based on the composition of foods and in particular some packaged foodstuffs can be affected.

Valued-added tax (VAT) is charged on the sale of goods and services within Ireland. Unlike customs duty, which is the same for all EU member countries, VAT is established by the tax authorities of each country.

- In Ireland, the standard VAT rate is 23%.
- At each stage of the manufacturing and distribution chain, the seller adds the appropriate amount of VAT (tax on the amount of value that the seller added to the product, plus the amount of VAT passed on to the seller by the supplier) to the sales price.

- The tax is always quoted separately on the invoice. This process repeats itself at each stage until the product is sold to the final consumer, who bears the full burden of the tax.
- Every second month, all firms based in Ireland who are registered for VAT purposes subtract the VAT paid on the purchases of goods and services from the VAT collected on sales and remit the balance to the Irish government.
- For imports into Ireland, the VAT is levied at the same rate as for domestic products or transactions. The basis on which the VAT is charged on imports is the c.i.f. value at the port of entry, plus any duty, excise taxes, levies, or other charges (excluding the VAT) collected by customs at the time of importation. This total represents the value of the import when it clears customs.
- The importer is liable for payment of customs duties, VAT, and any other charges at the time of clearing the goods through customs.
- Temporary imports that will be re-exported are not subject to the VAT. The importer may have to post a temporary bond for the amount of the customs duty and taxes as security, which will be canceled when the goods are taken out of the country.
- Digitally-delivered goods and services such as software, music, film, games, and distant learning programs that are consumed within the EU are subject to VAT irrespective of whether they came from EU or non-EU based suppliers.

Excise taxes are levied on a limited number of products such as gasoline and diesel fuel, spirits, beer, wine, bottled water, cider, tobacco, motor vehicles, and liquid petroleum gas. The excise rates vary, depending on the products. The tax is imposed whether the goods are manufactured in Ireland or imported from EU or non-EU countries.

- Duties on excise goods imported from non-EU countries may be collected at the point of importation or when the goods are subsequently removed from a bonded warehouse.
- Excise tax is in addition to any customs duty or VAT. For trade within the EU, the duties are collected in the Member State of consumption. Special arrangements operate to allow excise goods to move duty free between the Member States and to collect the duty in the country of consumption.
- Firms wishing to manufacture goods subject to excise tax in Ireland must first obtain a license from the [Office of the Revenue Commissioners](#). Premises may be approved to receive and store certain excise goods without payment of duty. This approval allows the deferral of duty on goods while they are being worked on or stored. Authorization may be obtained to import goods without the payment of tax to undergo processing and re-exportation.

## **Import Requirements & Documentation**

### ***The Single Administrative Document***

The official model for written declarations to customs is the Single Administrative Document (SAD). Goods brought into the EU customs territory are, from the time of their entry, subject to customs supervision until

customs formalities are completed. Goods are covered by a Summary Declaration which is filed once the items have been presented to customs officials. The customs authorities may, however, allow a period for filing the Declaration which cannot be extended beyond the first working day following the day on which the goods are presented to customs.

The Summary Declaration is filed by:

- the person who brought the goods into the customs territory of the Community or by any person who assumes responsibility for carriage of the goods following such entry; or
- the person in whose name the person referred to above acted.

The Summary Declaration can be made on a form provided by the customs authorities. However, customs authorities may also allow the use of any commercial or official document that contains the specific information required to identify the goods. The SAD serves as the EU importer's declaration. It encompasses both customs duties and VAT and is valid in all EU member states. The declaration is made by whoever is clearing the goods, normally the importer of record or his/her agent.

European Free Trade Association (EFTA) countries including Norway, Iceland, Switzerland, and Liechtenstein also use the SAD. Information on import/export forms is contained in Council Regulation (EEC) No. 2454/93, which lays down provisions for the implementation of the Community Customs Code (Articles 205 through 221). Articles 222 through 224 provide for computerized customs declarations and Articles 225 through 229 provide for oral declarations.

More information on the SAD can be found at: [The Single Administrative Document \(SAD\) Index](#)

### ***The Union Customs Code***

The [Union Customs Code \(UCC\)](#) was adopted in 2013 and its substantive provisions went into effect on 1 May 2016. It has replaced the Community Customs Code (CCC). In addition to the UCC, the European Commission published delegated and implementing regulations on the actual procedural changes.

### ***Import Requirements***

Prior to signing a long-term contract or sending a shipment of considerable value, a U.S. exporter may wish to first obtain an official ruling on Irish customs classification, duty, and taxes.

- Requests can be sent to [The Office of the Revenue Commissioners](#). The request should describe the product, the material from which it is made, and other details needed by customs authorities to classify the product correctly.

While customs will not provide a binding decision, the advance ruling usually will be accepted if the goods are found to correspond exactly to the sample or description provided.

- Shipments to Ireland require one copy each of the bill of lading (or air waybill) and the commercial invoice for customs clearance.
- Although no special format is necessary for the commercial invoice, it is advisable to include the following: date and place of shipment; firm's name and address of the seller and the buyer; method of shipping; number, kind, and markings of the packages and their numerical order; description of the goods using the usual commercial description according to kind, quality, grade, and the weight (gross and net, in metric units) along with any factors increasing or decreasing the value; agreed price of goods; unit cost; total cost; f.o.b. (free on board); factory plus shipping; insurance charges; delivery and payment terms; and the signature of a responsible official of the shipper's firm.

- Bills of lading should bear the name of the party to be notified. The consignee needs the original bill of lading in order to take possession of the goods.
- Certificates of Origin are not required for goods of U.S. origin. Products, which U.S. companies' import and then re-export to Ireland, require a Certificate of Origin or other documentation that clearly proves their origin. Should Ireland maintain a quota on a product made in a foreign country, the U.S. exporter cannot re-export this product to Ireland.
- Ireland participates in the [International Convention to Facilitate the Importation of Commercial Samples and Advertising Materials](#). Samples of negligible value imported to promote sales are accorded duty-free and tax-free treatment. Prior authorization is not required. To determine whether the samples are of negligible value, their value is compared with that of a commercial shipment of the same product.
- In obtaining duty-free status, it may be necessary for samples to be rendered useless for future sale by marking, perforating, cutting, or other means.
- Imported samples of commercial value may be granted a temporary entry and exemption from customs charges. A security is required in the amount of duty and tax chargeable, plus 10%.
- Samples may remain in the country for up to one year. Samples cannot be sold, put to their normal use (except for demonstration purposes), or utilized in any manner of remuneration.
- Goods imported as samples may be imported only in quantities constituting a sample according to normal commercial usage.

### **Economic Operator Registration and Identification (EORI)**

Since July 2009, all companies established outside of the EU are required to have an EORI number if they wish to lodge a customs declaration or an Entry/Exit Summary declaration. All U.S. companies should use this number for their customs clearances. An EORI number must be formally requested from the customs authorities of the specific member state to which the company first exports. Member state customs authorities may request additional documents to be submitted alongside a formal request for an EORI number. Once a company has received an EORI number, it can use it for exports to any of the 28 EU Member States. There is no single format for the EORI number. Once an operator holds an EORI number s/he can request the Authorized Economic Operator (AEO: see below under "MRA") status, which can give quicker access to certain simplified customs procedures.

More information about the EORI number can be found at [Economic Operator Identification and Registration](#)

### **U.S. - EU Mutual Recognition Arrangement (MRA)**

Since 1997, the U.S. and the EU have had an [agreement](#) on customs cooperation and mutual assistance in customs matters. Please see: [MRA Index](#)

In 2012 the United States and the EU signed a Decision recognizing the compatibility of AEO (Authorized Economic Operator) and C-TPAT (Customs-Trade Partnership Against Terrorism), thereby facilitating faster and more secure trade between U.S. and EU operators. The World Customs Organization (WCO) SAFE Framework of Standards provides the global standard for AEO. AEO certification is issued by a national

customs authority and is recognized by all Member States' customs agencies. As of April 17, 2017, an AEO can consist of two different types of authorization: "customs simplification" or "security and safety." The former allows for an AEO to benefit from simplification related to customs legislation, while the latter allows for facilitation through security and safety procedures. Shipping to a trader with AEO status could facilitate an exporter's trade as its benefits include expedited processing of shipments, reduced theft/losses, reduced data requirements, lower inspection costs, and enhanced loyalty and recognition. Under the revised Union Customs Code, in order for an operator to make use of certain customs simplifications, the authorization of AEO becomes mandatory.

The United States and the EU recognize each other's security certified operators and will take the respective membership status of certified trusted traders favorably into account to the extent possible. The favorable treatment provided by the Decision will result in lower costs, simplified procedures and greater predictability for transatlantic business activities. It officially recognizes the compatibility of AEO and C-TPAT programs, thereby facilitating faster and more secure trade between U.S. and EU operators. The Decision was originally signed in May 2012 and was implemented in two phases. The first commenced in July 2012 with U.S. Customs and Border Protection (CBP) placing shipments coming from EU AEO members into a lower risk category. The second phase took place in early 2013, with the EU re-classifying shipments coming from C-TPAT members into a lower risk category. CBP identification numbers for foreign manufacturers (MID) are therefore recognized by customs authorities in the EU, as per Implementing Regulation 58/2013 (which amends EU Regulation 2454/93 cited above).

#### [Additional Information on the Decision](#)

#### **Introduction**

A key EU priority is to ensuring products marketed in the region are safe for the environment and human health. U.S. manufacturers exporting to the European Union need to ensure their products meet these requirements to enter the market.

#### **New Initiatives: Circular Economy & Plastics Strategy**

On 25 September 2014, the European Commission published the Communication "Towards a circular economy: A zero waste program for Europe". The Communication acknowledges the intense competition for resources within Europe and the need to ensure market mechanisms eliminate waste. When implementing this package, the European Commission will promote regulatory and voluntary measures that encourage the "design out" of waste during the product development cycle. These measures include introducing mandatory recycling targets for waste, improvements to energy and resource use (e.g. water) and eliminating the use of materials in products that inhibit the collection, recycling and reuse of materials in products.

On 16 January 2018, the European Commission published what is arguably the most important measure towards implementing the circular economy. On that day it adopted a strategy document entitled, "A European Strategy for Plastics in a Circular Economy". The strategy acknowledges that plastics have a positive and negative impact on the environment, while calling for voluntary and regulatory measures aimed at mitigating the environmental harm caused by plastics. These measures address marine litter caused by the shipping industry; measures addressing the chemical composition of plastics to encourage recycling; potential regulation on single use plastics; and funding for the development of chemical and mechanical recycling.

#### **Batteries**

The [EU Battery Directive](#) adopted in 2006 applies to all batteries and accumulators placed on the EU market. This includes automotive, industrial and portable batteries. The Directive seeks to protect the environment by restricting the sale of batteries and accumulators that contain mercury or cadmium (with an exemption for emergency and alarm systems, medical equipment and cordless power tools) and by promoting a high level of collection and recycling. It places the responsibility on producers to finance the costs associated with the collection, treatment, and recycling of used batteries and accumulators. The Directive also includes provisions

on the labeling of batteries and their removability from equipment. The European Commission publishes a FAQ document to assist interested parties in interpreting its provisions. For more information, see the [U.S. Commercial Service to the EU market research reports](#).

### ***Registration, Evaluation and Authorization and Restriction of Chemicals (REACH)***

REACH applies to all chemicals manufactured or imported into the EU in quantities exceeding one metric ton. The regulation entered into force in 2007 (Regulation 1907/2006) and touches virtually every industrial sector, from automobiles to textiles. REACH imposes a registration obligation on all entities affected by the one metric ton criteria by May 31, 2018. The European Chemicals Agency (ECHA) is the agency responsible for receiving and ensuring the completeness of such registrations. U.S. companies without a presence in Europe need to rely on an EU-based partner, typically either an importer or a specialized 'Only Representative'.

In addition to the registration requirement, U.S. exporters should carefully review the REACH 'Candidate List' of Substances of Very High Concern (SVHCs) and the 'Authorization List'. Under certain conditions, substances on the Candidate List are subject to communication requirements prior to their export to the EU. Companies seeking to export chemicals on the 'Authorization List' will require an authorization. [Candidate List](#). [The Authorization List](#)

### ***Waste Electrical and Electronic Equipment (WEEE) Directive***

EU rules on WEEE, while not requiring specific customs or import paperwork, may entail a financial obligation for U.S. exporters. The Directive requires U.S. exporters to register relevant products with a [national WEEE authority](#) or arrange for this to be done by a local partner. It also requires manufacturers to inform the consumer that their product should be recycled by including the "crossed out wheelee-bin" symbol on the product or with the packaging. (See the section entitled "Mandatory Marks and Labels" for more information.) The WEEE Directive was revised on July 4, 2012 and the scope of products covered was expanded to include all electrical and electronic equipment. U.S. exporters seeking more information on the WEEE Directive should visit: [WEEE and RoHS: An Overview](#)

### ***Restriction on Hazardous Substances (RoHS)***

The ROHS Directive imposes restrictions on the use of certain chemicals in electrical and electronic equipment. It does not require specific customs or import paperwork, however, manufacturers must self-certify that their products are compliant and affix a "CE" mark. (See the section entitled "Mandatory Marks and Labels" for more information.) The 2011 revisions to the ROHS Directive significantly expanded the scope of covered products. Generally, U.S. exporters have until July 22, 2019 to bring products into compliance that were once outside the scope. U.S. exporters seeking more information on the RoHS Directive should visit: [WEEE and RoHS: An Overview](#)

### ***Cosmetics Regulation***

The EU legislation harmonizing the regulation of cosmetic products has applied since July 11, 2013. The most controversial element of the regulation was the introduction of an EU-wide system for the notification of cosmetic products to the European Commission prior to their placement on the EU market. Only an EU-established entity may submit such a notification. Therefore U.S. exporters must either retain a "Responsible Person" to act on their behalf, rely on the entity responsible for the import of their product into the EU, or establish a presence in an EU Member State.

### ***Agricultural Documentation***

**Phytosanitary Certificates:** Phytosanitary certificates are required for most fresh fruits, vegetables, and other plant materials.

**Sanitary Certificates:** For commodities composed of animal products or by-products, EU countries require that shipments be accompanied by a certificate issued by the competent authority of the exporting country. This applies regardless of whether the product is for human consumption, for pharmaceutical use, or strictly for non-human use (e.g., veterinary biologicals, animal feeds, fertilizers, research). The vast majority of these

certificates are uniform throughout the EU but the harmonization process is still ongoing. Most recently, certificates for a series of highly processed products including chondroitin sulphate, hyaluronic acid, hydrolyzed cartilage products, chitosan, glucosamine, rennet, isinglass and amino acids are being harmonized. Until harmonization is finalized, certain member state import requirements continue to apply. In addition to the legally required EU health certificates, a number of other certificates are used in international trade. These certificates, which may also be harmonized in EU legislation, certify origin for customs purposes and certain quality attributes. Up-to-date information on [Harmonized Import Requirements](#).

### **Sanitary Certificates (Fisheries)**

In April 2006, the European Union declared the U.S. seafood inspection system to be equivalent to the European one. Consequently, a specific public health certificate must accompany U.S. seafood shipments. The U.S. fishery product sanitary certificate is a combination of Commission Decision 2006/199/EC for the public health attestation and of Regulation 1012/2012 for the general template and animal health attestation. Unlike for fishery products, the U.S. shellfish sanitation system is not equivalent to that of the EU's. The EU and the United States are currently negotiating a veterinary equivalency agreement on shellfish. In the meantime, the EU still has a ban in place (since July 1, 2010), that prohibits the import of U.S. bivalve mollusks, in whatever form, into EU territory. This ban does not apply to wild roe-off scallops.

Since June 2009, the only U.S. competent authority for issuing sanitary certificates for fishery and aquaculture products is the U.S. Department of Commerce, National Marine Fisheries Service (NOAA-NMFS).

In addition to sanitary certificates, all third countries wishing to export fishery products to the EU are requested to provide a catch certificate. This catch certificate certifies that the products in question have been caught legally.

For detailed information on import documentation for seafood, please contact the NOAA Fisheries office at the U.S. Mission to the EU ([stephane.vrignaud@trade.gov](mailto:stephane.vrignaud@trade.gov)) or visit the following [NOAA dedicated website](#).

### **Labeling/Marking Requirements**

Manufacturers should be mindful that, in addition to the EU's mandatory and voluntary schemes, national voluntary labeling schemes might still apply. These schemes may be highly appreciated by consumers, and thus, become unavoidable for marketing purposes. In Ireland, with only minor exceptions, there are no general requirements for marking imported goods with the country of origin. Certain food products must show particulars of place of origin, where its absence might mislead the consumer.

- Requirements for specific products should be obtained from the Irish importer.
- The import, export, or transit of non-Irish goods with markings that would lead one to believe that the goods are of Irish manufacture or origin is prohibited.
- False or misleading trademarks, product descriptions, and other deceptive indications are also prohibited. Goods may not be imported with marks suggestive of Irish origin unless they bear an indication of their true origin.
- There are no regulations for the marking of shipping packages. Proper shipping practice dictates that packages should bear the consignee's mark and be numbered unless the shipment is such that the content of the packages can be readily identified without numbers.
- Packaged foods must carry labels that conform to Irish labeling requirements. The information shown on the label is designed to provide the consumer with adequate details about the products

including details on ingredients, net weight, "best before" date, "use by" date, and general usage instructions.

- In relation to "best before" and "use by" dates, U.S. exporters should note that in Ireland dates are written in the following sequence: date, month, and year. For example: November 30, 2016 can be written as 30 Nov 16, 30-11-16, or 30/11/16.

Irish labeling requirements are broadly similar to those used elsewhere in the EU, except that the Irish authorities require that the name and the EU address of the manufacturer, distributor, or packer also appear on the label. Manufacturers should be mindful that, in addition to the EU's mandatory and voluntary schemes, national voluntary labeling schemes might still apply. These schemes may be highly appreciated by consumers, and thus, become unavoidable for marketing purposes.

One new exception is Ireland's Public Health (Alcohol) Bill 2018 that was signed into law on October 17, 2018. This Bill contains a range of provisions, including minimum unit pricing of alcohol products; health labelling of alcohol products; regulation of advertising and sponsorship; structural separation of alcohol products in mixed trading outlets; and the regulation of the sale and supply of alcohol in certain circumstances. The measures, which diverge from EU-wide requirements, have the potential to generate additional administrative costs and detrimentally impact the ability of U.S. exporters to reallocate product in the European market. In particular, the new requirement that alcohol labels contain cancer warnings, health warnings and pregnancy warning will impact all alcohol exports to Ireland. (Note: these proposals do require additional secondary legislation and EU approval before implementation.)

Manufacturers are advised to take note that all labels require metric units although dual labeling remains acceptable. The use of language on labels has been the subject of a Commission Communication, which encourages multilingual information, while preserving the freedom of Member States to require the use of language of the country of consumption.

An overview of EU mandatory and voluntary labeling and marking requirements has been compiled in the [European Union Country Commercial Guide](#).

## **U.S. Export Controls**

The U.S. Department of Commerce's Bureau of Industry and Security (BIS) is responsible for implementing and enforcing the Export Administration Regulations (EAR), which regulate the export and re-export of some commercial items, including "production" and "development" technology.

The items that BIS regulates are often referred to as "dual use" since they have both commercial and military applications. Further information on export controls is available at: [BIS Exporting Controls](#).

### [BIS Enforcement](#)

BIS has developed a list of "red flags," or warning signs, intended to discover possible violations of the EAR. The list can be found in the ["Know Your Customer"](#) guidance document.

If there is reason to believe a violation is taking place or has occurred, report it to the Department of Commerce by calling the 24-hour hotline at +1(800) 424-2980, or via the confidential lead page at: [BIS Reporting Violations](#)

The EAR does not control all goods, services, and technologies. Other U.S. government agencies regulate more specialized exports. For example, the U.S. Department of State has authority over defense articles and services. A list of other agencies involved in export control can be found on the [BIS website](#).

It is important to note that in August 2009 a broad-based interagency review of the U.S. export control system was initiated, with the goal of strengthening national security and the competitiveness of key U.S.

manufacturing and technology sectors by focusing on current threats, as well as adapting to the changing economic and technological landscape. As a result, the Administration launched the Export Control Reform Initiative (ECR Initiative) which is designed to enhance U.S. national security and strengthen the United States' ability to counter threats such as the proliferation of weapons of mass destruction.

The reform is being implemented in three phases. Phases I and II reconcile various definitions, regulations, and policies for export controls, all the while building toward Phase III, which will create a single control list, single licensing agency, unified information technology system, and enforcement coordination center.

### **For additional information on ECR**

BIS provides a variety of training sessions to U.S. exporters throughout the year. These sessions range from one to two-day seminars and focus on the basics of exporting as well as more advanced topics. [A list of upcoming seminars](#)

For further details about the Bureau of Industry and Security and its programs, please visit the [BIS website](#).

### **Temporary Entry**

Adequate warehousing facilities are available in major Irish cities. Bonded warehouses are operated in Dublin, Cork, Limerick, Waterford, and Galway. The [Dublin Port Company](#) maintains the largest warehousing organization in the country. In addition to storage facilities, the Port provides services needed by distributors such as packing, sorting, bottling, and transport service. Imported goods liable to a duty may be stored in a bonded warehouse in the port area or other locations without payment of duties or taxes. The goods may remain there until needed, at which time they are cleared for Irish consumption by payment of duties and taxes; or sent to the country of destination.

Simplified procedures are available to traveling U.S. business and professional people for the temporary importation of commercial samples and professional equipment for display or demonstration through the use of an 'carnet'. An [ATA Carnet](#) is a customs document, obtained prior to departure, which facilitates customs clearance for temporary imports. With the carnet, goods may be imported without the payment of duty, tax, or additional security. A carnet is usually valid for one year from the date of issuance. A bond or cash deposit of 40% of the value of the goods covered by the carnet is also required. This will be forfeited in the event the products are not re-exported and duties and taxes are not paid. ATA Carnets can be obtained from the [U.S. Council for International Business](#).

### **Prohibited & Restricted Imports**

The Irish Government and the EU both have legislation on prohibited and restricted imports. An overview and updated list of prohibited and restricted goods into Ireland can be found at: [Prohibitions and Restrictions](#). In addition, you will find detailed information on what goods can be sent to EU Member States from Ireland and can be received into Ireland from EU Member States.

The [TARIC](#) shows various rules applying to specific products being imported into the customs territory of the EU or, in some cases, when exported from it. To determine if a product is prohibited or subject to restriction, check the TARIC for the following codes:

- CITES Convention on International Trade of Endangered Species
- PROHI Import Suspension
- RSTR Import Restriction

### **Customs Regulations**

The documents required for shipments include items such as the commercial invoice, bill of lading or airway bill, packing list, insurance documents, and when required, special certificates of origin, sanitation, and ownership. A copy of the commercial invoice should accompany the shipment to avoid delays in customs clearance. It is worth noting that imprecise descriptions are a common reason for goods being held without

customs clearance, meaning that a clear description of the goods is essential and should be worded in such a way as to describe the goods to an individual who may not necessarily have an understanding of a particular industry or article. A clear description of goods should satisfy three basic questions as to what the product is, for what is it used, and of what it is made. No special form of invoice is required, but all of the details needed to establish the true value of the goods should be given. At least two additional copies of the invoice should be sent to the consignees to facilitate customs clearance. U.S. exporters should check out [Irish Customs Import Procedures](#) for full details.

U.S. exporters should note that since July 2009, nearly all companies doing business in the EU or companies exporting to the EU (i.e. Authorized Economic Operators) will need an Economic Operator Registration and Identification number (EORI). EORI numbers will be required for Customs Declarations and to apply for Authorized Economic Operator status. Member states may have different procedures for applying for EORI numbers and exporters will be required to register for EORI in the first member state they do business. However, once a company has an EORI it will be valid throughout the EU customs union and is expected to expedite customs processing. Information on the application of EORI in Ireland is available from [Irish Customs](#).

The Union Customs Code (UCC) was adopted in 2013 and its substantive provisions apply from 1 May 2016. It replaces the Community Customs Code (CCC). In addition to the UCC, the European Commission has published delegated and implementing regulations on the actual procedural changes. These are included in Delegated Regulation (EU) 2015/2446, Delegated Regulation (EU) 2016/341 and the Implementing Regulation (EU) 2015/2447.

Several changes in the revised customs policy also require an integrated IT system from the customs authorities. In April 2016, the European Commission (EC) published an implementing decision (number: 2016/578) on the work program relating to the development and deployment of the electronic systems of the UCC. The EC continues to evaluate the timeline by which the EU-wide integration of the customs IT system can be implemented. The current deadline of December 2020 may be extended until 2025 ([draft proposal](#))

**Key Link:** [Homepage of Customs and Taxation Union Directorate \(TAXUD\) Website](#)

*Customs Valuation* – Most customs duties and value added tax (VAT) are expressed as a percentage of the value of goods being declared for importation. Thus, it is necessary to dispose of a standard set of rules for establishing the goods' value, which will then serve for calculating the customs duty.

Given the magnitude of EU imports every year, it is important that the value of such commerce is accurately measured for the purposes of:

- economic and commercial policy analysis;
- application of commercial policy measures;
- proper collection of import duties and taxes; and
- import and export statistics.

These objectives are met using a single instrument - the rules on customs value. The EU applies an internationally accepted concept of '[customs value](#)'. The value of imported goods is one of three 'elements of taxation' that provides the basis for assessment of the customs debt, which is the technical term for the amount of duty that has to be paid, the other ones being the origin of the goods and the customs tariff.

**Key Link:** [EU Customs Procedures](#)

## **Standards for Trade**

### **Overview**

Products tested and certified in the United States to U.S. regulations and standards are likely to have to be retested and re-certified to EU requirements as a result of the EU's different approach to the protection of the health and safety of consumers and the environment. Where products are not regulated by specific EU

technical legislation, they are always subject to the EU's General Product Safety Directive as well as to possible additional national requirements.

European Union legislation and standards created under the New Approach are harmonized across the Member States and European Economic Area countries to allow for the free flow of goods. An example of the New Approach is CE marking.

The concept of New Approach legislation is slowly disappearing as the New Legislative Framework (NLF), which entered into force in January 2010, was put in place to serve as a blueprint for existing and future CE marking legislation. Existing legislation has been reviewed to bring them in line with the [NLF concepts, which means that, as of 2016, new requirements are being addressed and new reference numbers are to be used on declarations of conformity.](#) For more information about the [NLF](#).

While harmonization of EU legislation can facilitate access to the EU Single Market, manufacturers should be aware that regulations (mandatory) and technical standards (voluntary) might also function as barriers to trade if U.S. standards are different from those of the European Union.

### ***Agricultural Standards***

The establishment of harmonized EU rules and standards in the food sector has been ongoing for several decades, and in January 2002 the EU publicized a general food law establishing the general principles of EU food law. This Regulation introduced mandatory traceability throughout the feed and food chain as of Jan 1, 2005. For specific information on agricultural standards, please refer to the [Foreign Agricultural Service's website/](#).

There are also export guides to import regulations and standards available on the Foreign Agricultural Service's website: [FAIRS Export Certificate Report](#).

### **Standards**

EU standards setting is a process based on consensus initiated by industry or mandated by the European Commission and carried out by independent standards bodies, acting at the national, European or international level. There is strong encouragement for non-governmental organizations, such as environmental and consumer groups, to actively participate in European standardization.

Many standards in the EU are adopted from international standards bodies such as the International Standards Organization (ISO). The drafting of specific EU standards is handled by three European standards organizations:

1. [CEN, European Committee for Standardization](#)
2. [CENELEC, European Committee for Electrotechnical Standardization](#)
3. [ETSI, European Telecommunications Standards Institute](#)

Standards are created or modified by experts in Technical Committees or Working Groups. The members of CEN and CENELEC are the national standards bodies of the Member States, which have "mirror committees" that monitor and delegate experts to participate in ongoing European standardization. CEN and CENELEC standards are sold by the individual Member States standards bodies. ETSI is different in that it allows direct participation in its technical committees from non-EU companies that have interests in Europe and provides some of its individual standards at no charge on its website. In addition to the three standards developing organizations, the European Commission plays an important role in standardization through its funding of the participation in the standardization process of small- and medium-sized companies and non-governmental organizations, such as environmental, labor and consumer groups. The Commission also provides money to the European standards bodies when it mandates standards development for harmonized standards that will be linked to EU legislation. [Mandates](#)- or requests (the Commission requests CEN/CENELEC or ESTI to develop standards) for standards.

Given the EU's vigorous promotion of its regulatory and standards system as well as its generous funding for its development, the EU's standards regime is wide and deep - extending well beyond the EU's political borders to include affiliate members (countries which are hopeful of becoming full members in the future) such as the Western Balkan countries among others. Another category, called "companion standardization body" includes the standards organization of Morocco, Israel, Kazakhstan and Australia, among others which are not likely to become a CEN member or affiliate for political and geographical reasons.

To view what CEN and CENELEC have in the pipeline for future standardization, it is best to visit their websites. Other than their respective annual work plans, CEN's "what we do" page provides an overview of standards activities by subject. Both CEN and CENELEC offer the possibility to search their respective database. [ETSI's portal](#) links to ongoing activities.

The European Standardization system and strategy was reviewed in 2011 and 2012. The new standards regulation 1025, adopted in November 2012, clarifies the relationship between regulations and standards and confirms the role of the three European standards bodies in developing harmonized standards (EN)<sup>1</sup>. The emphasis is also on referencing international standards where possible. For information, communication and technology (ICT) products, the importance of interoperability standards has been recognized. Through a relatively recent mechanism, a "Platform Committee" reporting to the European Commission will decide which deliverables from fora and consortia might be acceptable for public procurement specifications. The European standards bodies have been encouraged to improve efficiency in terms of delivery and to look for ways to include more societal stakeholders in European standardization. The Joint Initiative on Standardization, launched in 2016 with a number of action items to improve European standardization, involves a large group of stakeholders who are committed to deliver results by 2019.

**Key Links:**     [EU Standardization Policy](#)  
                  [National Standards Authority of Ireland](#)

## **Testing, Inspection and Certification**

### **Conformity Assessment**

Conformity Assessment is a mandatory step for the manufacturer in the process of complying with specific EU harmonized legislation. The purpose of conformity assessment is to ensure consistency of compliance during all stages, from design to production, to facilitate acceptance of the final product. EU product legislation gives manufacturers some choice regarding conformity assessment, depending on the level of risk involved in the use of their product. These range from self-certification, type examination and production quality control system, to full quality assurance system. Conformity assessment bodies in individual Member States are listed in the New Approach Notification and Designated Organizations (NANDO) information system.

**Key Link:** [NANDO](#)

To promote market acceptance of the final product, there are a number of voluntary conformity assessment programs. CEN's certification system is known as the Keymark. Neither CENELEC nor ETSI offer conformity assessment services.

### **Product Certification**

To sell products in the EU market of 28 Member States as well as in EFTA (Norway, Liechtenstein Iceland, Switzerland) and Turkey U.S. exporters are required to apply CE marking whenever their product is covered by specific product legislation. CE marking product legislation offers manufacturers a number of choices and requires decisions to determine which safety/health concerns need to be addressed, which conformity assessment module is best suited to the manufacturing process, and whether or not to use EU-wide harmonized

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<sup>1</sup> An EN standard is a standard developed by CEN/CENELEC and ETSI at the request of the EC in order to meet the essential requirements or other provisions of relevant European Union harmonization legislation

standards. The CE marking process is very complex and this section attempts to provide some background and clarification.

Products manufactured to standards adopted by CEN, CENELEC or ETSI, and referenced in the Official Journal as harmonized standards, are presumed to conform to the essential requirements of EU harmonized legislation. The manufacturer then applies the CE marking and issues a declaration of conformity. With these, the product will be allowed to circulate freely within the EU and EFTA. A manufacturer can choose not to use the harmonized EU standards, but then must demonstrate that the product meets the essential safety and performance requirements. Trade barriers occur when design, rather than performance, standards are developed by the relevant European standardization organization, and when U.S. companies do not have access to the standardization process through a European presence.

The CE marking addresses itself primarily to the national control authorities of the Member States, and its use simplifies the task of market surveillance of regulated products. As market surveillance was found lacking, the EU adopted the New Legislative Framework, which went into force in 2010. As mentioned before, this framework is like a blueprint for all CE marking legislation, harmonizing definitions, responsibilities, European accreditation and market surveillance.

The CE marking is not intended to include detailed technical information on the product, but there must be enough information to enable the inspector to trace the product back to the manufacturer or the local contact established in the EU. This detailed information should not appear next to the CE marking, but rather on the declaration of conformity (which the manufacturer or authorized agent must be able to provide at any time, together with the product's technical file), or the documents accompanying the product.

### **Accreditation**

Independent test and certification laboratories, known as notified bodies, have been officially accredited by competent national authorities to test and certify to EU requirements.

["European Accreditation"](#) is an organization representing nationally recognized accreditation bodies. Membership is open to nationally recognized accreditation bodies in countries in the European geographical area that can demonstrate that they operate an accreditation system compatible to appropriate EN and ISO/IEC standards.

### **Publication of Technical Regulations**

The [Official Journal of the EU](#) is the official publication of the European Union. It is published daily on the internet and consists of two series covering adopted legislation as well as case law, studies by committees. It also lists the standards reference numbers linked to legislation ([Harmonized Standards](#)). National technical regulations are published on the [Commission's website](#) to allow other countries and interested parties to comment.

### **National Institute of Standards and Technology's (NIST) Notify U.S. Service**

Members of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to notify to the WTO proposed technical regulations and conformity assessment procedures that could affect trade. Notify U.S. ([www.nist.gov/notifyus](http://www.nist.gov/notifyus)) is a free, web-based e-mail registration service that captures and makes available for review and comment key information on draft regulations and conformity assessment procedures. Users receive customized e-mail alerts when new notifications are added by selected country(ies) and industry sector(s) of interest, and can also request full texts of regulations. This service and its associated web site are managed and operated by the USA WTO TBT Inquiry Point housed within the National Institute of Standards and Technology, part of the U.S. Department of Commerce.

### **Contact Information**

#### **[U.S. Mission to the EU](#)**

*[Marianne Drain, Standards Attaché](#)*

[Marianne.Drain@trade.gov](mailto:Marianne.Drain@trade.gov)

Tel: +32 2 811 5034

*Liliana Popescu, Commercial Specialist*

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Tel: +32 2 811 5001

**National Institute of Standard & Technology**

Gordon Gillerman Standards Coordination Office

100 Bureau Dr.

Mail Stop 2100

Gaithersburg, Maryland 20899

Tel: (301) 975-4000

**CEN- European Committee for Standardization**

Avenue Marnix 17

B – 1000 Brussels, Belgium

Tel: +32.2.550.08.11

Fax: +32.2.550.08.19

**CENELES- European Committee for Electrotechnical Standardization**

Avenue Marnix 17

B – 1000 Brussels, Belgium

Tel: +32.2.519.68.71

Fax: +32.2.519.69.15

**ETSI- European Telecommunications Standards Institute**

Route des Lucioles 650

Sophia Antipolis

F-06560 Valbonne France

Tel: +33.4.92.94.42.00

Fax: +33.4.93.65.47.16

**SBS- Small Business Standards**

4, Rue Jacques de Lalaing

B-1040 Brussels

Tel: +32.2.285.07.27

Fax: +32-2/230.78.61

**ANEC- European Association for the Co-ordination of Consumer Representation in Standardization**

Avenue de Tervuren 32, Box 27

B – 1040 Brussels, Belgium

Tel: +32.2.743.24.70

Fax: +32.2.706.54.30

**ECOS- European Environmental Citizens Organization for Standardization**

Rue d'Edimbourg 26

B – 1050 Brussels, Belgium

Tel: +32.2.894.46.68

Fax: +32.2.894.46.10

**EOTA- European Organization for Technical Assessment**

Avenue des Arts 40

B – 1040 Brussels, Belgium

Tel: +32.2.502.69.00

Fax: +32.2.502.38.14

### **National Standards Authority of Ireland (NSAI)**

Glasnevin, Dublin 9, Ireland

Website: <http://www.nsai.ie>

### **U.S. Commercial Service Dublin**

Padraig O'Connor, Commercial Advisor

Tel: +353.1.2375848

Email: [Padraig.O'Connor@trade.gov](mailto:Padraig.O'Connor@trade.gov)

Website: <http://www.export.gov/ireland>

## **Trade Agreements**

Ireland participates in the free trade arrangements of the European Union (EU) and European Free Trade Association (EFTA), and is a member of the World Trade Organization (WTO). For a list of trade agreements with the EU and its Member States, as well as concise explanations, please see [Trade and Related Agreements Database](#).

## **Licensing Requirements for Professional Services**

Most non-EEA nationals must have an employment permit to work in Ireland. The employment permits scheme is governed by the [Employment Permits Acts 2003–2018](#). Employment permits are issued by the [Department of Business, Enterprise & Innovation](#) (DBEI). The following is the list of regulatory bodies, or government ministers, where registration or recognition of qualifications is required for the grant of an employment permit - <https://dbei.gov.ie/en/What-We-Do/Workplace-and-Skills/Employment-Permits/Registration-bodies-for-certain-employments/>.

## **Web Resources**

[Office of the United States Trade Representative](#)

[Foreign Agricultural Service](#)

[Trade Compliance Center](#)

[U.S. Mission to the European Union](#)

[The European Commission: The Combiner Nomenclature](#)

[The European Commission](#)

[Revenue & Customs](#)

[Office of Revenue Commissioners](#)

[The European Commission: Import Restrictions on Agricultural Products](#)

[Department of Business, Enterprise & Innovation: Import Licenses](#)

[The European Commission: The Single Administrative Document](#)

[The European Commission: The Union Customs Code](#)

[Office of Revenue Commissioners: Binding Tarriff Information](#)

[The United Nations: International Convention to Facilitate the Importation of Commercial Samples & Advertising Material](#)

[The European Commission: Economic Operator Identification & Registration](#)

The European Commission; The United States of America  
([https://ec.europa.eu/taxation\\_customs/business/international-affairs/international-customs-cooperation-mutual-administrative-assistance-agreements/united-states-america\\_en](https://ec.europa.eu/taxation_customs/business/international-affairs/international-customs-cooperation-mutual-administrative-assistance-agreements/united-states-america_en)).

U.S. Customs & Border Protection; EU, US Fully Implement Mutual Recognition Decision  
(<https://www.cbp.gov/newsroom/national-media-release/2013-02-08-050000/eu-us-fully-implement-mutual-recognition-decision>).

The European Commission; The EU Battery Directive (<http://ec.europa.eu/environment/waste/batteries/>).

The European Chemical Agency; Candidate List of Substances of very high Concern for Authorization  
(<https://www.echa.europa.eu/candidate-list-table>).

The European Chemical Agency; Authorization List (<https://www.echa.europa.eu/authorisation-list>).

Export.gov; WEEE and RoHS; An Overview (<https://2016.export.gov/europeanunion/weeerohs/index.asp>).

U.S. Foreign Agricultural Service Mission to Europe; FAIRS Export Certificate Report (<https://www.usda-eu.org/trade-with-the-eu/eu-import-rules/certification/fairs-export-certificate-report/>).

NOAA Fisheries Office; Export Certification to the European Union  
(<https://www.fisheries.noaa.gov/national/seafood-commerce-certification/export-certification-european-union>).

Export.gov; European Marking & CE Standards  
(<https://2016.export.gov/europeanunion/eustandardsandcertification/index.asp>).

Bureau of Industry & Security; Commerce Control List  
(<https://www.bis.doc.gov/index.php/regulations/commerce-control-list-ccl>).

Bureau of Industry & Security; Enforcement (<https://www.bis.doc.gov/index.php/enforcement>).

Bureau of Industry & Security; Know Your Customer (<https://www.bis.doc.gov/index.php/forms-documents/pdfs/1320-know-your-customer/file>).

Bureau of Industry & Security; Reporting Possible Violations  
(<https://www.bis.doc.gov/index.php/component/rsform/form/14?task=forms.edit>).

Bureau of Industry & Security (<https://www.bis.doc.gov/>).

Export.gov; About Export Control Reform (<https://2016.export.gov/ecr/index.asp>).

Bureau of Industry & Security; FY19 BIS Seminar Schedule (<https://www.bis.doc.gov/index.php/compliance-a-training/current-seminar-schedule>).

Dublin Port Company (<http://www.dublinport.ie/>).

U.S. States Council for International Business; What is a Carnet (<https://www.uscib.org/what-is-a-carnet-ud-1843/>).

U.S. States Council for International Business (<https://www.uscib.org/>).

Irish Tax & Customs; Prohibitions & Restrictions (<https://www.revenue.ie/en/customs-traders-and-agents/prohibitions-and-restrictions/index.aspx>).

Irish Tax & Customs; A Guide to Custom Import Procedures (<https://www.revenue.ie/en/customs-traders-and-agents/documents/import-procedures-guide.pdf>).

Irish Tax & Customs; Register for an Economic Operators' Registration & Identification  
(<https://www.revenue.ie/en/online-services/services/common/register-for-an-eori-number.aspx>).

The European Commission; Proposal relating to the development and deployment of the electronic systems of the UCC

([https://ec.europa.eu/taxation\\_customs/sites/taxation/files/amendment\\_ucc\\_20180302\\_en.pdf](https://ec.europa.eu/taxation_customs/sites/taxation/files/amendment_ucc_20180302_en.pdf)).

The European Commission; What is Customs Valuation

([https://ec.europa.eu/taxation\\_customs/business/calculation-customs-duties/what-is-customs-valuation\\_en](https://ec.europa.eu/taxation_customs/business/calculation-customs-duties/what-is-customs-valuation_en)).

The European Commission; Customs Procedures ([https://ec.europa.eu/taxation\\_customs/business/customs-procedures\\_en](https://ec.europa.eu/taxation_customs/business/customs-procedures_en)).

The European Commission; New Legislative Framework (<http://ec.europa.eu/growth/single-market/goods/new-legislative-framework/>).

Foreign Agricultural Service (<https://www.usda-eu.org/>).

Foreign Agricultural Service; FAIRS Export Certificate Report (<https://www.usda-eu.org/trade-with-the-eu/eu-import-rules/certification/fairs-export-certificate-report/>).

CEN – European Committee for Standardization (<https://www.cen.eu/Pages/default.aspx>).

CENELEC - European Committee for Electrotechnical Standardization (<https://www.cenelec.eu/>).

ETSI - European Telecommunications Standards Institute (<https://www.etsi.org/>).

The European Commission; Standardization Mandates (<http://ec.europa.eu/growth/tools-databases/mandates/index.cfm?fuseaction=refSearch.main&CFID=366833&CFTOKEN=b504cbf825b2c7b-25F9804D-B57A-DC30-CCA5C6BD920D4777>).

ETSI Portal (<https://portal.etsi.org/home.aspx>).

The European Commission; Standardization Policy (<http://ec.europa.eu/growth/single-market/european-standards/policy/>).

National Standards Authority of Ireland (<https://www.nsai.ie/>).

The European Commission; Nando Information System (<http://ec.europa.eu/growth/tools-databases/nando/>).

European Accreditation (<http://www.european-accreditation.org/>).

Official Journal of the European Union (<https://eur-lex.europa.eu/oj/direct-access.html?locale=en>).

The European Commission; Harmonised Standards (<http://ec.europa.eu/growth/single-market/european-standards/harmonised-standards/>).

The European Commission; Prevention of Technical Barriers to Trade (<http://ec.europa.eu/growth/tools-databases/tris/en/>).

The European Commission; Negotiations & Agreements (<http://ec.europa.eu/trade/policy/countries-and-regions/negotiations-and-agreements/>).

Department of Jobs, Enterprise & Innovation; Employment Permits (<https://dbei.gov.ie/en/What-We-Do/Workplace-and-Skills/Employment-Permits/>).

## Investment Climate Statement

The U.S. Department of State's Investment Climate Statements, prepared annually by U.S. embassies and diplomatic missions abroad, provide country-specific information and assessments of the investment climate in foreign markets. Topics include: Market barriers, business risk, legal and regulatory system, dispute resolution, corruption, political violence, labor issues, and intellectual property rights.

- Visit the U.S. Department of Department of State's Investment Climate Statement website at

<https://state.gov/reports/2019-investment-climate-statements/ireland/>

## **Trade & Project Financing**

### **Methods of Payment**

Standard methods of payment are available for export sales to Ireland through a well-developed banking sector. Competition, to a large degree, has required the use of liberal financing, as opposed to requiring payment on a letter of credit or cash basis. Letters of credit can be used initially for new accounts with more liberal terms granted if justified by volume and customer reliability. Knowledge of industry practice and the customer is generally the prime consideration in deciding whether to use sight drafts, time drafts, or open accounts. Usual terms of sale are payment within 30 to 90 days after delivery, varying with the commodity and the credit standing of the purchaser.

The accepted and examined credit ratings throughout the world are generated by three main agencies—Standard & Poor's, Moody's, and Fitch Ratings. All major credit cards including Visa, MasterCard/Eurocard are widely accepted; however American Express (AmEx) is not as readily received as in the U.S. Vendors may require additional identification such as a passport. Debit cards including Irish Laser Cards, Maestro, Visa Debit and MasterCard debit are accepted.

### **Banking Systems**

A very sophisticated banking environment exists which offers many sources of financing to organizations doing business in Ireland. In broad terms, the sources of financing can be classified into two groups: a) financing and financial services available directly from banks, and other financial institutions, and b) financing available through financial markets, such as the Irish Stock Exchange (Euronext).

The Irish domestic banking sector, like many worldwide, came under intense pressure in 2007 and 2008 following the collapse of Ireland's construction industry and an end to Ireland's property boom. It was subsequently determined that a number of Ireland's financial lenders (entirely commercially owned), were severely under-capitalized and required government bailouts to survive. Consolidation and deleveraging followed and a number of institutions were resolved. The creation of the National Asset Management Agency (NAMA) supported the banking industry and removed severely impaired property loans (granted on inflated asset prices) from the main institutions. As a result the government effectively controls Allied Irish Banks; has recapitalized Permanent TSB; Anglo Irish Bank, Irish Nationwide Building Society and Educational Building Society are resolved and no longer exist, while Bank of Ireland succeeded to remain non-nationalized by realizing capital from the sale of non-essential portfolios as well as targeted burden-sharing with some bondholders.

The role of the Central Bank of Ireland (CBI) traditionally has been similar to that of central banks in other developed countries. The CBI is responsible for both central banking and financial regulation; and since 1998 in discharging its function as part of the European System of Central Banks in the Eurozone. A new CBI structure formed in 2010 which replaced the three previously related entities, the Central Bank and the Financial Services Authority of Ireland and the Financial Regulator. The CBI is responsible for the stability of Ireland's financial system and for ensuring proper and effective regulation of financial institutions and markets. It oversees and regulates Ireland's domestic banks; and international and investment banking operations located within the International Financial Services Center (IFSC).

All banks operating in Ireland must be licensed by the CBI. Retail banks in Ireland provide all general banking services, including comprehensive current account services and mortgage facilities. Retail banks are subsidiaries and affiliates of the main clearing banks which tend to concentrate on specific types of banking business; examples include wholesale and corporate banking, installment credit and leasing; and capital market activities. International and investment banking; and other financial services are carried out by banks which operate in the International Financial Services Center (IFSC).

### **Foreign Exchange Controls**

Ireland is a member of the European Union (EU) and the European Monetary System (EMS). Commercial transactions and payment terms therefore reflect common Western practices. Primary import payment considerations are determined by the financial reputation of an individual customer combined with

competitive considerations. There are no commercial foreign-exchange limitations or unusual regulations. Additionally, there are no restrictions on inward investment, foreign trading, or the repatriation of capital and profits of American firms based in Ireland.

The Irish importer can easily arrange import financing through a local branch bank manager. Experienced importers respect overseas vendor's payment terms. The domestic market operates quite differently, with trade customers taking cash discounts and paying up to 90 or even 180 days after delivery. Occasionally, new importers attempt to apply domestic practices to the international market place.

### **US Banks & Local Correspondent Banks**

Listings of all financial institutions licensed by the Central Bank of Ireland are searchable [here](#). Major Irish banks can facilitate [Exim Bank](#) programs in Ireland.

### **Project Financing**

There are no restrictions on investments by foreign companies in new projects and existing entities in Ireland, nor are restrictions imposed on the repatriation of capital and profits by foreign firms. International firms investing in Ireland can take advantage of investment incentives provided by the Irish government through [IDA Ireland](#), the state organization responsible for attracting international investment into Ireland. These incentives include:

- A 12.5% corporate tax rate for qualifying industries
- Capital investment
- R & D and training grants and tax credits
- Rent subsidy for industries in certain regions
- Assistance with site location.

There are a range of incentives available to manufacturing companies and providers of international tradable services such as computer software, telemarketing, and financial services.

The Government of Ireland established the [Ireland Strategic Investment Fund \(ISIF\)](#) in December 2014 to help provide cost effective financing for public sector investment projects, including public and private partnerships with multinational firms. State authorities are obliged to seek advice on financing public projects from the ISIF, which will assess financial and structuring, and will in certain circumstances be able to raise funds for public projects. The ISIF has the power to set up special purpose companies for the purpose of financing projects.

Multilateral Development Banks

The [Commercial Service \(CS\) maintains a presence at the EBRD](#) to represent the interests of U.S. firms.

[U.S. Export-Import Bank financing](#) is available to support major capital equipment sales to Ireland

### **Financing Web Resources**

Export Finance Guide: <https://www.export.gov/article?id=Export-Financing>

Export-Import Bank of the United States: <http://www.exim.gov/>

Country Limitation Schedule: <http://www.exim.gov/tools-for-exporters/country-limitation-schedule>

OPIC: <http://www.opic.gov/>

U.S. Trade & Development Agency (USTDA): <https://www.ustda.gov/>

SBA's Office of International Trade: <http://www.sba.gov/oit/>

USDA Commodity Credit Corporation: <http://www.fsa.usda.gov/about-fsa/index>

U.S. Agency for International Development: <http://www.usaid.gov/>

Central Bank of Ireland: <http://www.centralbank.ie/>

Ireland Strategic Investment Fund: <http://www.ntma.ie/business-areas/ireland-strategic-investment-fund/>

IDA Ireland: <http://www.idaireland.com/>

## **Business Travel**

### **Business Customs**

Given the close economic, political, and cultural relations that exist between Ireland and the United States, business opportunities for U.S. companies are broad based and the transactions are easily accomplished. In general, Irish business executives are less formal than their European counterparts and the use of first names at an early stage of a business relationship is acceptable. Friendship and mutual trust are highly valued and once an American has earned this trust, a productive working relationship can usually be expected. However, principles of customary business courtesy, especially replying promptly to sales orders and requests for price quotations, are a prerequisite for success and should be practiced. The exchange of business cards is widely used at the introductory stage of a business relationship – though they are less prevalent among the tech community.

Conservative business attire is recommended for business meetings and functions. While the tech and start-up communities favor more casual attire, suits, rather than blazers and slacks, are still the norm. Business appointments are also required and visitors are expected to be punctual. Because of the moderating influence of warm ocean currents, medium-weight clothing may be worn most of the year. A travel umbrella, rainwear, hat, and sturdy walking shoes should also be included in the wardrobe since there is occasional light rain ("liquid sunshine") and many "soft" days.

### **Travel Advisory**

The State Department's Country Specific Information for Ireland can be found at this [link](#).

### **Safety and Security**

Ireland remains largely free of terrorist incidents. While the 1998 ceasefire in Northern Ireland is holding, there have been incidents of violence in Northern Ireland associated with paramilitary organizations. These have the potential for some spillover into Ireland. Travelers to Northern Ireland should consult the [Country Specific Information for the United Kingdom](#).

We remind you that even demonstrations and protests intended to be peaceful can turn confrontational and possibly escalate into violence. You should avoid the areas of such gatherings if possible, and be careful within the vicinity of any demonstrations. You should stay current with media coverage of local events and be aware of your surroundings at all times. For the latest security information, Americans traveling abroad should regularly monitor the [Department of State, Bureau of Consular Affairs'](#) website, where the current [Travel Advisories](#) and [Map](#) can be found.

Up-to-date information on safety and security can also be obtained by calling 1-888-407-4747 toll free in the United States and Canada, or for callers outside the United States and Canada, a regular toll line at 1-202-501-4444. These numbers are available from 8:00 a.m. to 8:00 p.m. Eastern Time, Monday through Friday (except U.S. federal holidays).

The Department of State urges U.S. citizens to take responsibility for their own personal security while traveling overseas. For general information about appropriate measures travelers can take to protect themselves in an overseas environment, see the Department of State's [Know Before You Go](#) page.

### **Crime**

Ireland has a relatively low rate of violent crime. Petty crime and residential crime is much more common, especially in urban and tourist areas. Rates for residential break-ins, theft, burglary, and purse-snatching have all risen in recent years and thieves often target rental cars and tourists, particularly in the vicinity of tourist attractions. In rare cases, these crimes have involved physical assault or violence, more commonly in Dublin. Avoid parks after dark and avoid showing signs of affluence in addition to guarding your valuables, passport and wallet. We recommend you leave your passport in a secure location separate from your purse or luggage.

Do not leave your drinks unattended at bars or restaurants, as there have been reported incidents of drinks being spiked with illegal substances, leading to robbery and sexual assaults. Please practice sound personal security practices and maintain an awareness of your surroundings during your stay in Ireland.

Crimes involving credit and debit cards and automated teller machines (ATMs) are also a concern. Travelers should protect their PIN numbers at all times and avoid using ATM machines that appear to have been tampered with. There has been an increase in Ireland of the use of “skimmers” on ATM machines, especially in tourist areas. Skimmers are usually small electronic devices that are attached to the outside of an ATM machine in order to “skim” the ATM or credit card data for later criminal use. Most ATMs in Ireland now have electronic warnings about usage and advise customers to look closely at the ATM before using it.

## Visa Requirements

Every U.S. traveler must have a valid U.S. passport.

Entry into Ireland is subject to Irish Immigration laws and inspection. U.S. citizens who wish to enter Ireland must ensure they provide all documentation relating to the purpose of their trip to Ireland to the Irish Immigration official at the point of entry.

For those wishing to enter Ireland as a visitor, Irish Immigration may grant a stay of up to ninety days, however, they may grant a shorter stay depending on the documentation provided. Those individuals wishing to remain in Ireland for longer than three months should contact the [Irish Naturalisation and Immigration Service \(INIS\)](#) in Dublin and outside of Dublin, the [Garda National Immigration Bureau \(GNIB\)](#), Tel: +353-1-666-9100 for guidance.

A U.S. citizen entering Ireland who wishes to establish permanent residency must register with the Irish Naturalisation and Immigration Service in Dublin or outside of Dublin, the Garda National Immigration Bureau as soon as possible after entering the country.

U.S. citizens planning to work in Ireland must first obtain a work permit prior to traveling to Ireland. These permits are issued by the [Department of Jobs, Enterprise, and Innovation](#). Once the permit is issued, the traveler presents it to Immigration officials upon arrival in Ireland. For further guidance, please visit the [work permits section](#). U.S. companies that require travel of Irish businesspersons to the United States should allow sufficient time for visa issuance if required.

For information on visa application requirements and procedures for travel to the United States, please visit the [U.S. Embassy Dublin website](#).

For information on Irish employment law visit: [Irish Employment Law](#)

The Department of State encourages U.S. citizens living overseas or planning to travel abroad to enroll in the [Smart Traveler Enrollment Program \(STEP\)](#). Once enrolled, the U.S. Embassy/Consulate can keep the individual up to date with important safety and security announcements. Enrolling will also make it easier for the Embassy to contact the individual in the event of an emergency.

U.S. Companies that require travel of foreign businesspersons to the United States should be advised that security evaluations are handled via an interagency process. Visa applicants should visit the following links for information and to begin the application process:

State Department Visa Website: <http://travel.state.gov/visa/>  
U.S. Embassy Dublin Visa Unit: <https://ie.usembassy.gov/visas/>

## Currency

Ireland is part of the Eurozone therefore the local currency is the euro. All major credit cards including Visa, MasterCard/Eurocard are widely accepted; however American Express (AmEx) is not as readily received as in the U.S. Vendors may require additional identification such as a passport. Debit cards including Irish Laser Cards, Maestro, Visa Debit and MasterCard debit are accepted.

Most Irish banks are affiliated to payment facilities networks such as 'Plus,' 'Cirrus,' and 'Maestro'. ATMs are commonplace in cities and towns both on street, in retail outlets and some gas stations and visitors should be aware that bank transaction fees apply. Traveler's checks are not generally accepted for purchases. Visitors should inquire about the policy of the bank, hotel, or store before seeking to cash a personal check. Irish banks may not accept \$100 bills for currency exchange.

For currency or other numerical quantities, a comma is commonly used to mark off the thousands position and a decimal point (period) to denote decimal amounts -- the same practice as followed in the United States; for example €1,234,456.78.

## Telecommunications/Electronics

Through the ease of telecommunications, e-mails and international calls are frequently the best method of arranging appointments and maintaining solid commercial relations. The time zone for Ireland is Greenwich Mean Time (GMT) or 5 hours ahead of the U.S. Eastern Standard Time (EST + 5 hours).

- Cell phones are widely used in Ireland as there are approximately 4.9 million cell phone subscribers (equating to 106% market coverage). Tri-band and quad-band cell phones can be used to place calls to the United States and other countries from Ireland.
- Ireland has a relatively sophisticated digital telecommunications system, which includes a direct dialing telephone service connecting every part of Ireland with over 90% of the rest of the world.
- A wide range of business services including point-to-multipoint data transmission, computer-to-computer file transfer networking, text messaging, fax, telex, video communications, Skype etc., are available.
- U.S. calling cards such as AT&T and Sprint may be used locally for making international calls. Phone cards for local and international calling are widely available in local shops and vending machines.
- Internet access is also widely available through Internet cafes, Wi-Fi locations, and hotels. Electricity in Ireland (220 volts, 50 cycles) is not compatible with U.S. voltage unless you have a converter or transformer and an Irish three-pronged plug.

## Transportation

Ireland has four international airports ([Dublin](#), [Shannon](#), [Cork](#), and [Knock](#)). American Airlines, Delta Air Lines, US Airways, and United Airlines operate scheduled air services between Ireland and the United States. In addition, Irish air carrier Aer Lingus, which operates a number of direct services to U.S. destinations, has a codeshare agreement with Alaska Airlines, JetBlue and United Airlines. Irish travelers also utilize UK and other European hubs, which have numerous daily connections to the U.S.

While Ireland has more paved road on a per capita basis than any other country in the EU, it lacks a complete national efficient network of highways. Travel times take longer than expected at first glance, though the opening of "motorways" (expressways) from Dublin to major cities has improved travel time on many routes. Ninety-six percent of all inland passenger transport and over ninety percent of inland freight transport are conveyed by road. The balance is carried by rail. A 3,000-kilometer rail system provides passenger and freight services to most cities and main towns, including those in Northern Ireland.

Rental automobiles are available at numerous locations across Ireland, but rates are usually more expensive than in the U.S. and other parts of Europe. Better rental rates may be secured by booking reservations in the U.S. through one of the U.S. car rental agencies with fleets in Ireland. An international or state driving license is acceptable.

A few notes of caution: rental cars offer a target for petty thieves in Ireland and visitors should take care not to leave belongings visible in cars parked at common tourist destinations. Cars in Ireland are “right-hand drive,” traffic moves on and from the left-hand side of the road, like in the United Kingdom, and traffic circle “roundabouts” are frequent in most towns and cities. Also, in relative terms, J-walking is a very common practice for pedestrians in Ireland. Drivers should use caution; pedestrians, including children, and cyclists often cross against lights or in the middle of roads. Pubs in Ireland, particularly in Dublin, stay open late and pedestrian traffic can be heavy throughout the night. It may take the visitor some time to adjust to these differences. Most auto accidents for visitors to Ireland happen shortly after departure from the rental car facilities. As car navigation systems have become widely available, rental cars are a more viable means for business travel. For specific information concerning Irish driving permits, vehicle inspection, road tax and mandatory insurance, please visit [Tourism Ireland](#).

Taxis in Ireland are reasonably priced but availability varies with time of day and where you are in the country. Some taxi companies now operate via apps. Intercity bus service is reliable and efficient due to “bus lanes” during high traffic periods.

Ireland has a diverse range of accommodations—from world-class hotels to the more individualized and economical bed and breakfast (B&B) guesthouses. In view of the large number of visitors to Ireland, business travelers are advised to make their hotel reservations well in advance in order to assure the needed accommodations, especially during the summer months.

Ireland has a wide and excellent range of restaurants with an equally wide range of prices, catering to all wallets. All the major international forms of cuisine are available in addition to local Irish recipes. The food service sector is well regulated and standards of hygiene in food preparation are high.

## **Language**

There are two official languages in Ireland – Irish and English. While English is used predominantly, the Irish language, Gaelic, can be heard in the western part of the country and found on signage around the country. English is used for business contracts and correspondence, however, some terms may have different meanings from those in the United States. To assure complete understanding, it is important to define unfamiliar terms. Reference to [Incoterms](#), the international set of rules for commercial terms, helps to reduce possible misunderstandings.

## **Health**

Medical services are very good at major hospitals and generally comparable with those in the United States. However, there are sometimes not enough available beds to service needs. Private clinics can be found in major cities. Common medical needs are readily obtained, and special supplies are normally available on short notice. An international certificate of vaccination is not required for travelers from the United States. Drinking water is good, most pharmaceuticals are available, and sanitation is up to American standards.

## **Local Time, Business Hours and Holidays**

A 37.5-hour, 5-day workweek is the norm for offices and factories in Ireland. Customary office working hours are from 9:00 a.m. to 5:30 p.m., with lunch from 1:00 p.m. to 2:00 p.m. Banking hours are from 10:00 to 4:00 p.m. Most retail stores are open from 9:00 a.m. to 7:00 p.m., Monday through Saturday, and 12:00 p.m. (noon) to 6:00 p.m., Sundays and Public Holidays. Many malls/outlets also have later hours on week days to accommodate evening shoppers.

The following is a listing of the official statutory public holidays in Ireland when most commercial offices are closed. Certain other days are celebrated as holidays within local jurisdictions. If New Year's Day, Saint Patrick's Day, Christmas Day, or Saint Stephen's Day fall on a weekend, the following Monday is a public holiday.

### National Holidays

New Year's Day (Bank Holiday): January 1, 2020

Saint Patrick's Day: March 17, 2020

Good Friday: April 10, 2020

Easter Monday (Bank Holiday): April 12, 2020

Spring May Bank Holiday: May 4, 2020

June Bank Holiday: June 1, 2020

Summer Bank Holiday: August 3, 2020

October Bank Holiday: October 26, 2020

Christmas Day: December 25, 2020

Saint Stephen's Day: December 26, 2020 (celebrated on Monday, December 28, 2020)

New Year's Day: January 1, 2021

During vacation seasons many Irish business executives may not be available except by appointment, especially in July and August. Also, appointments may be difficult to schedule on Friday afternoons during the summer months, when extended weekends are often taken. Most businesses are closed from December 24 through January 2 during the Christmas season.

### **Temporary Entry of Materials or Personal Belongings**

Simplified procedures are available to traveling U.S. business and professional people for the temporary importation of commercial samples and professional equipment for display or demonstration through the use of a "carnet." A carnet is a customs document, obtained prior to departure, which facilitates customs clearance for temporary imports. With the carnet, goods may be imported without the payment of duty, tax, or additional security. A carnet is usually valid for one year from the date of issuance. A bond or cash deposit of 40% of the value of the goods covered by the carnet is also required. This will be forfeited in the event the products are not re-exported and duties and taxes are not paid. Carnets can be obtained from the [U.S. Council for International Business](#).

### **Travel Related Web Resources**

[U.S. State Department Visa Website](#)

[The State Department's Country Specific Information for Ireland](#)

[Department of State, Bureau of Consular Affairs'](#)

[Department of State - Travel Warnings and Travel Alerts](#)

[Department of State - Worldwide Caution:](#)

[Department of State - A Safe Trip Abroad:](#)

[Garda National Immigration Bureau](#)

[Department of Jobs, Enterprise and Innovation](#)

[Department of Jobs, Enterprise and Innovation - work permits section:](#)

[Irish Employment Law](#)

[State Department Visa Website](#)

[U.S. Embassy Dublin Visa Unit](#)

[Smart Traveler Enrollment Program \(STEP\)](#)

Airports: [Dublin](#), [Shannon](#), [Cork](#), and [Knock](#).

[Tourism Ireland](#)

[Incoterms](#)

[U.S. Council for International Business](#)

[U.S. Embassy Website](#)

[U.S. Commercial Service](#)

[U.S. Commercial Service](#)