



Rialtas na hÉireann
Government of Ireland



Global Ireland

Ireland's Strategy for the US and Canada
2019–2025

Is í Éire geata na Fairrge Móire;
is í Éire daingean deiridh na
hEóirpa á'n Iarthar; ionad is
eadh í mar a dhruideann raona
tráchtála le chéile ó Oirthear
agus Iarthar.

Ireland is the gateway to
the Atlantic; Ireland is the last
outpost of Europe towards
the West; Ireland is the point
upon which great trade
routes between East and West
converge.....

Contents

02	Introduction
03	Strategic Objectives
04	Strategic Objective 1 <i>Strategic political partnerships with the US and Canada</i>
05	Strategic Objective 2 <i>Mutually beneficial two-way economic relationships</i>
06	Strategic Objective 3 <i>Partnerships with our diaspora in the US and Canada</i>
07	Strategic Objective 4 <i>Ireland's culture and reputation in US and Canada</i>
08	Strategic Objective 5 <i>Team Ireland</i>

Global Ireland: Ireland’s Strategy for the US and Canada 2019–2025



VISION

Ireland will inject new dynamism and ambition into our relationships with the US and Canada, and will double our impact in the region by 2025.

VALUES

Ireland will work with the US and Canada to promote our shared values, support international peace and security, promote and protect human rights and implement the Sustainable Development Goals.

CONTEXT

The “Global Ireland” Initiative aims for Ireland to double its impact and influence in the world by 2025. The widening and deepening of our unique relationships with the United States and Canada will be central to the achievement of this ambitious goal.

This strategy outlines the roadmap and milestones in relation to how Ireland will structure and focus its strategic relationship with the two countries over the period of the “Global Ireland” Initiative.

The US and Canada together are Ireland’s largest trading partner, with total two-way trade more than doubling in ten years from €53.7 billion in 2007 to €119.2 billion in 2017 (CSO). Our objective is to protect and develop this relationship, taking advantage of new opportunities including new EU trading arrangements, towards a value for trade, tourism and investment approaching 1 trillion USD by 2025.¹

¹ 2017 two-way trade in goods, services for US/Can: €119.2 bn (\$135 bn); 2017 expenditure by US/Can in Ireland: €1.5 bn (\$1.7 bn); 2016 value of US investment in Ireland: \$387 bn; 2017 value of Irish investment in US: \$147 bn; Combined value of trade in goods, trade in services, tourism and investment was over \$670.1 bn in 2017 (note: Canada investment figures not included)

Strategic Objectives

To deliver on the ambition of ‘Global Ireland’, and the vision for the region, the following five strategic objectives will be pursued:



1

Ireland will build strong, strategic political partnerships with the US and Canada and assume a lead role in building stronger transatlantic relations.

We will:

- » Double the impact of high-level visits by Government, with a programme of 30-40 visits annually, targeting more of these visits at new sectoral and regional opportunities; This will begin immediately;
- » Take the initiative to support deeper and wider transatlantic ties at EU level to address key global challenges; play a lead role within the EU in supporting constructive dialogue with the US and Canada on shared international challenges;
- » Engage with a new generation of political leaders in support of the Good Friday Agreement, North-South cooperation and reconciliation;
- » Launch a new six-year programme of cooperation with the US Congressional Friends of Ireland with a Congressional Delegation visit to Ireland during the 2019 Oireachtas Centenary year.
- » Support this with an ambitious programme of cooperation at state and regional level; Deepen Ireland-Canada parliamentary links;
- » Initiate annual consultations with both the US and Canada beginning in 2019.

We will double the impact of high-level visits by Government, with a programme of 30-40 visits annually, targeting more of these visits at new sectoral and regional opportunities.



An Taoiseach Leo Varadkar meeting with President Donald Trump in the White House, March 2018



An Taoiseach Leo Varadkar and Prime Minister Justin Trudeau in Dublin, July 2017

2

Ireland will build a mutually beneficial two-way economic relationship, approaching 1 trillion USD by 2025.

We will support and defend the mutual benefits of open and ambitious economic relationships that already support 270,000+ jobs in Ireland, the US and Canada.



Tánaiste Simon Coveney speaking at a Brexit themed event in Columbia University, New York, February 2018



Taoiseach visiting the New York Stock Exchange, July 2018

We will:

- » Support and defend the mutual benefits of stable, open and ambitious economic relationships that already support 270,000+ direct jobs in Ireland, the US and Canada;
- » Build on our EU advantage by developing the full potential of the EU-Canada Comprehensive Economic and Trade Agreement, and supporting the conclusion of an EU Trade Agreement with the US;
- » Make it easier to travel, work and live in Ireland, the US or Canada, by opening new air routes, streamlining visa processing, securing new legal pathways to work and increasing the numbers availing of working holiday agreements;
- » Invest in our reputation by implementing a new holistic, joined-up communications programme promoting Ireland as the outstanding and stable destination in Europe for investment, research, tourism, and supporting Irish companies in establishing and expanding their business in the region; education, particularly higher education, will be at the heart of our relationships;
- » Convene a Government Strategic Advisory Group to identify opportunities and guide progress towards this objective.

3

Ireland will consolidate, deepen and expand the extraordinary partnership with our diaspora in the US and Canada, doubling the impact of this collaboration over the lifetime of the programme.



Vice Consul Eilis O'Keefe marches in the Atlanta Pride Parade, October 2018



Toronto, Canada

We will:

- » Launch a new and ambitious Diaspora Policy in 2020 setting out ambitious targets for engagement with all Irish communities across the US and Canada, in particular young people;
- » Support the holding of a referendum in 2019 on the extension of voting rights in Presidential elections to Irish citizens abroad;
- » Set out the standards of excellence and efficiency we are committed to in our delivery of online passport and consular services and emergency assistance to Irish citizens. Expand the reach and impact of our Honorary Consul network;
- » Advocate on behalf of our undocumented citizens in the US, and sustain funding for the most vulnerable in our communities through the Irish Immigration Centres in the US and Canada;
- » Convene a Youth Forum to engage emerging leaders and youth networks and expand opportunities for young Americans and Canadians to travel, study and gain work experience in Ireland;
- » Celebrate the achievements of Irish communities in all their diversity across the US and Canada and create innovative opportunities to build stronger partnerships with other communities and other advocacy groups;
- » Build stronger partnerships with other communities in the US, drawing on our work with the Hispanic community, in support of comprehensive immigration reform;
- » Establish a new award for services to the Irish community in the US and Canada.

4

Ireland will double our impact by promoting our culture and nurturing our reputation across the US and Canada.

We will showcase modern Ireland in major venues.



Gaelic Football in San Francisco credit Sportsfile



Niagra Falls in green

We will:

- » Champion the development of a world class new Irish Arts Center in New York as a platform for Irish creativity across North America; and aid the annual programme of Irish artists performing there;
- » Develop our new Ireland House in Los Angeles as a hub for Ireland-US creative industries;
- » Work with Cultural Ambassadors who have been appointed to raise Ireland's cultural profile; and appoint cultural officers to Ireland House, New York and Ireland House, Los Angeles;
- » Showcase modern Ireland in major venues, building on the experience of Ireland100 at the Kennedy Centre in Washington DC in 2016, and taking advantage of platforms such as South by Southwest and Ireland-themed events, such as LA Ireland Week;
- » Prioritise promotion of the Irish language across the US and Canada;
- » Support Irish Studies in North America, including through pilot programmes in kindergarten, elementary and high schools;
- » Host an annual meeting for Irish cultural institutions, organisations and festivals;
- » Improve awareness and perceptions of Ireland, by undertaking an intensive research programme.

5

A strong Government-led Team Ireland will double its impact over the six years to 2025.

We will strengthen our Team Ireland approach.



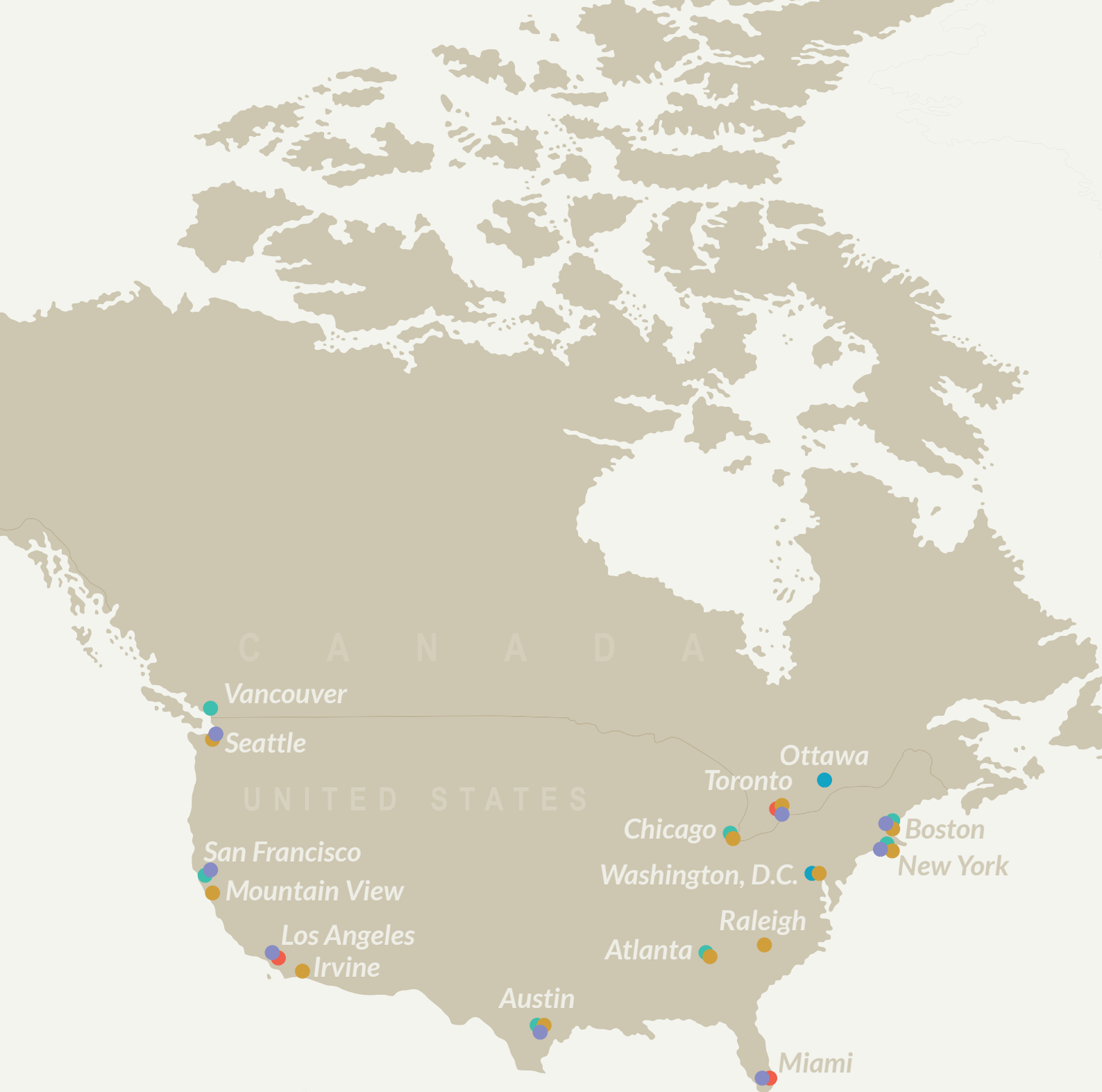
Minister of State Ciaran Cannon launching the first international Foróige club in Philadelphia, February 2018



President Michael D. Higgins addresses a crowd at the Rockland GAA Club in New York, April 2018

We will:

- » Develop new flagship Ireland House facilities in Washington DC, in Ottawa and in New York in the period to 2025;
- » Develop our Ireland House platform in Atlanta, Austin, Boston, Chicago and San Francisco. Expand this network to Vancouver, Los Angeles, Miami and Toronto and develop *Ireland.ie* as a digital platform - “Ireland House in the cloud”;
- » Strengthen our Team Ireland approach underpinned by Local Market Country Teams and Country Plans, chaired periodically by visiting Ministers;
- » Strengthen the IDA’s presence in Washington DC, New York, Seattle, Raleigh NC, Mountain View CA, and open new facilities in Toronto;
- » Strengthen Enterprise Ireland’s presence in New York and Boston, open new Enterprise Ireland offices in Seattle and explore new opportunities in Miami and Los Angeles;
- » Bring new skills to bear across our diplomatic network including in finance, culture, communications and science and technology;
- » Establish a dedicated US and Canada Directorate at the Department of Foreign Affairs and Trade of Ireland to support delivery of this strategy;
- » Report annually to Government on progress towards these objectives.



Ireland's Footprint in the US and Canada

- Embassies
- Consulates
- By 2025
- Current/Future IDA Ireland locations
- Current/Future Enterprise Ireland locations



Rialtas na hÉireann
Government of Ireland