

## Trade and Promotion Division

1. The core business of the Trade and Promotion Division (TPD) is to contribute to sustainable economic and jobs growth by promoting Ireland's economic and trading interests, cultural profile and reputation internationally through our Embassy network, in close co-operation with other Government Departments and State agencies. The Division is headed by a Director General/Assistant Secretary and comprises two units/sections headed at Director/Counsellor level – the Trade Promotion Section and the Economic Messaging and Cultural Relations Section.

On broad economic, reputational and cultural issues, TPD acts in effect as the lead interface between the Department and our Embassy network and other Government Departments, State agencies and the private sector, including organisations such as the Irish Exporters Association and IBEC. TPD co-ordinates with the geographic Divisions and Units who have lead responsibility for all bilateral issues, including bilateral trade promotion and economic relations..

**The following recent TPD publications are being provided to the Minister as background with this note**

- a short, focussed Review of the Government Trade, Tourism and Investment Strategy, coordinated by TPD and launched in February 2014 by the Tánaiste
- a summary report of the economic and promotional work of the Embassy network in 2013
- a summary report of the economic and promotional work of the Embassy network over the St Patrick's Day period 2014

### **Departmental transfer of functions**

2. Following a Government decision, certain trade promotion functions were transferred from the then Department of Enterprise, Trade and Innovation to the then Department of Foreign Affairs on 1 June 2011.

In recognition of the significant role that the Department and the already played in this area, this transfer gave the newly constituted Department of Foreign Affairs and Trade (DFAT) an enhanced role in trade promotion, including responsibility for the management of the **Export Trade Council**, which is chaired by the Minister for Foreign Affairs and Trade and which oversees the implementation of the Government Trade, Tourism and Investment Strategy. It led to an enhanced role in supporting the Enterprise Ireland programme of Ministerial **trade missions** to develop and expand Ireland's exports to existing and new markets abroad. It also transferred responsibility for a number of bilateral Joint Economic Commissions with a number of high growth and emerging countries. (Responsibility for trade policy, including multilateral trade negotiations, remains with the Department for Jobs, Enterprise and Innovation. Also, the State Agencies with which TPD and the Embassy network co-ordinate at HQ level

and in the local market teams led by our Ambassadors abroad continue to report directly to other parent Departments and have their own separate boards e.g. Enterprise Ireland and the IDA report to D/JEI.)

### **Export Trade Council and Local Market Teams**

3. The **Export Trade Council's** (ETC) role is to strengthen cooperation and coordination across all Government Departments and State agencies involved in the international promotion and development of trade, tourism and investment, and to oversee the progressive implementation of the Government Trade, Tourism and Investment Strategy.

Members of the Council include the Ministers for Jobs, Enterprise and Innovation; Transport, Tourism and Sport; Agriculture, Food and the Marine; and the Minister of State for Trade and Development. Other relevant Departments are represented at Assistant Secretary General level or above, while the CEOs of Enterprise Ireland, IDA Ireland, Bord Bia, Tourism Ireland and Science Foundation Ireland are also members. In addition, the private sector is represented on the ETC through representatives of IBEC and the IEA, as well as through the participation of a number of individuals from the private sector with a track record in the relevant industry sectors. The Council meets twice a year in plenary format.

Under the Strategy, 27 priority markets were identified. **Local market teams**, headed by Ambassadors and including representatives of State agencies, are in place in all these priority countries. These market teams submit annual plans for the promotion of our trade, tourism and investment objectives in that market which are reviewed by the ETC.

The Embassy network, alongside its foreign policy, diplomatic and consular functions, plays a central role in proactively addressing many of these issues, including in particular: market access (which is of central importance to the indigenous agri-food industry); support for Irish businesses; holding promotional events for, and in association with State agencies; and actively contributing to the organisation and conduct of trade missions (as above).

### **Review of Government Trade, Tourism and Investment Strategy**

4. From 2013, TPD led a process involving other Government Departments and State Agencies to review the Government Trade Tourism and Investment strategy and this was published in February 2014. The Review introduced a New Market Approach, disaggregating our Priority Markets into High Value markets and Established and Developing Markets, and identifying seven new Exploratory and High Potential Markets (new Embassies are being opened in two of these this year - Indonesia and Thailand). The Review also updated our 2015 targets for trade, tourism and

investment promotion; introduced a target for the promotion of international education; and aligned the Strategy with the Action Plan for Jobs.

### **Trade missions**

5. The programme of Ministerial-led Enterprise Ireland trade missions is formally agreed by this Department each year with the Minister for Jobs, Enterprise and Innovation based on the proposals submitted by Enterprise Ireland and focused on the priority markets of interest to their client companies. The Enterprise Ireland proposals take account of the various Ministerial portfolios in relation to the main focus of each mission. 18 Ministerial-led Enterprise Ireland trade missions to countries which have been identified as priority markets for Irish exporting companies are scheduled to take place in 2014; compared to 18 in 2013, 16 in 2012 and 12 in 2011.

These trade missions, usually involving delegations of Enterprise Ireland client companies, are all directly supported by the Embassy network and TPD arranges those which are led by the Minister and the Minister of State for Trade and Development. The Embassy network is also central to organising many more high level outward visits with a significant economic or promotional dimension (136 in 2013).

### **Joint Economic Commissions**

6. Ireland has four active Joint Economic Commissions (with Russia, Saudi Arabia, Korea and China - a JEC with Libya is currently in abeyance). A Joint Economic Commission is a formal bilateral intergovernmental structure which provides a forum for discussing issues that relate to trade development between the two countries involved and serves to further the development of economic and business, as well as scientific and technological cooperation.

Formal sessions of the JEC are traditionally scheduled every two years - alternatively in Ireland and in the partner country. While the existing JECs serve a useful function, the format is not seen as the most effective for trade and economic promotion elsewhere and an increase in the number of JECs is not foreseen. TPD operates a modest fund of €200,000 to support JEC activity with the four relevant countries in co-operation with D/JEI and Enterprise Ireland.

### **Economic Messaging**

7. TPD ensures that the Embassy network is equipped with current, comprehensive and accurate briefing on the Irish economy and our trade, tourism and investment messages for use in their briefings to political, official and business contacts and with international media. It coordinates closely with D/Finance, other Departments and State agencies to ensure our message is consistent and effective. This includes key

economic messages, detailed briefing on corporate tax issues and other sectoral developments, including e.g. scientific research, as well as information on Ireland's economic strengths and international rankings.

TPD regularly arranges for the State agencies or other Government Departments to brief our colleagues overseas, via video conference, on issues of particular importance or concern. TPD also recently established a scheme which makes modest funding available to support economic and public diplomacy initiatives undertaken by the Embassy network, to complement the funding already available for certain countries and regions as well as that for cultural events globally.

The Economic Messaging and Cultural Relations Unit in TPD monitors coverage of the economy in the international media and circulates weekly reports to other Government Departments and State agencies, as well as to the Embassy network. The Unit also supports work by the Embassy network to place newspaper articles and opinion pieces conveying positive messages on Ireland and the Irish economy. In 2013, the Embassy network communicated key economic messages in op-eds and interviews reaching, at a very conservative estimate, 53.5 million people worldwide.

## **Cultural Relations**

8. TPD manages the Department's budget for 'Cultural Relations with Other Countries' which supports promotion of Ireland overseas through culture. This is distinct from the work of Culture Ireland (CI), a division of the Department of Arts, Heritage and the Gaeltacht, which works to promote Irish artists overseas and enable them to access new markets. TPD maintains a close working relationship with CI to ensure that the cultural programmes of DFAT and CI are complementary and ensure the most effective return for the State. The Director General of TPD is *ex officio* a member of the Expert Advisory Committee of CI, with the Director for Economic Messaging and Cultural Relations deputising as necessary.

The Cultural Budget provides annual funding for two organisations established through intergovernmental agreements; €150,000 is provided annually to the Centre Culturel Irlandais at the Irish College in Paris and €254,000 is allocated to the Ireland-United States Commission for Educational Exchange (the Fulbright Commission) which supports the exchange of academics and students between Ireland and the US.

TPD provides funding of approximately €282,000 for small-scale cultural activities organised or supported by the Embassy network; an additional €50,000 is made available to support major cultural initiatives. There is also an annual allocation of around €110,000 to support Irish Studies programmes overseas. Currently, we support Irish Studies programmes in the EU and at universities in China, Brazil, Israel, the Czech Republic, Poland, Austria and Croatia

## **St. Patrick's Day**

9. St. Patrick's Day is a key international promotional opportunity for the State. DFAT has responsibility for co-ordinating the programme of Ministerial St. Patrick's Day visits globally, on the basis of proposals from the Embassy network and in co-operation with the Department of the Taoiseach, other relevant Departments and the State agencies. This year's St. Patrick's Day programme involved 30 trade-focused visits led by the Taoiseach, Tánaiste and Ministers, across 60 cities in 23 countries. TPD also develops a set of key promotional messages for the St. Patrick's Day period, coordinated with other Departments and the State agencies. This year, TPD also worked with Fáilte Ireland and other agencies to produce a joint promotional video, 'IrelandInspires', watched by over 1.2 million people.

Over the St Patrick's Day period, the Embassy network, in coordination with the State agencies, undertook an extensive programme of activity to support trade, tourism, investment and build Ireland's positive reputation internationally. Embassies and Consulates, mostly staffed with 3 or fewer diplomats, helped to deliver an average of 17 promotional events and engagements each, across 133 cities in 68 countries. Audiences of over 353,000 were reached directly by visiting Ministers or Embassy representatives, and media coverage of events that were part of high-level visits or supported by the Embassy network reached an audience of at least 80 million people. Ministers, Ambassadors and other Embassy representatives met with 124 senior international leaders and office holders.

**Trade and Promotion Division**

**July 2014**

