



# St. Patrick's Day 2015

An unrivalled opportunity to focus attention on Ireland, promote our economic interests overseas and connect with the Irish diaspora

**398** events in total hosted or organised by Ireland's Embassy network



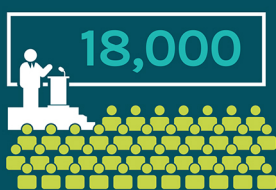
## Promote Irish exports, tourism, education and inward investment



**70** cities

**26** countries

Members of the Government promoted Irish economic interests in 70 cities in 26 countries



Over 18,000 business executives attended some 148 dedicated business events worldwide

**180**

With support from the Embassy network, over 180 iconic buildings and landmarks around the world went green as part of Tourism Ireland's Global Greening, helping to generate publicity overseas worth almost €10 million in value



## Tell the world how Ireland's doing

**149**

high-level political meetings



**500**

Engagements with over 500 representatives of international media



**↑5.2%**

Ireland had the fastest growing economy in the EU in 2014, as GDP increased 5.2%

€

Public finances now on a stable and sustainable footing

**1st**

Ireland is ranked first in the world for the availability of skilled labour

## Connect with the Irish diaspora... and those with an affinity to Ireland

**340**



Over 340 community and cultural events organised or supported by the Embassy network

**7 million**

More than 7 million people attended St. Patrick's Day parades and related events around the world

