

Irish Exporters Association Host Forum On Asian Trade

By Robert McHugh
20 May 2015



The Irish Exporters Association's Asia Trade Forum (ATF), provided a lively insight into the ICT sector across the Asian markets for over 90 guests this morning at a breakfast seminar hosted at the offices of A&L Goodbody.

The event highlighted the range of business opportunities that exist between Ireland and Asia, in addition to, the importance of the tech industry to both economies.

The Department of Jobs, Enterprise and Innovation estimate that the value of Irish exports in computer services rose from € 4.7 billion in 2012 to € 5.5 billion in 2013 – an increase of 17.7%. In addition, the IEA's Top 250 Exporters in Ireland and Northern Ireland 2014 publication, identified Google and Microsoft the top two exporters in Ireland in first and second place, respectively.

At today's forum, Industry speakers from Havok, S3 Group, Stepping Stone, Solgari and Tenego Partnering, drew on the successes and barriers that exist for companies who have experience in doing business in the Asian market. Irish exporters were advised on how to grow and develop their businesses in an ever changing technological world.

Chairman of the Asia Trade Forum, John Nevin said, "We are delighted to offer a range of events to generate awareness and educate exporters. It is important that the ATF highlights the opportunities that exist for Irish business in Asia.

The recent 2014 export results show further double digit growth in exports to Asia and validate the work of the ATF and state agencies to position Ireland as the best country in Europe for Asia to do business with."

<https://www.businessworld.ie/news/Irish-Exporters-Association-host-forum-on-Asian-trade-29542.html>