

爱尔兰 以总部经济模式切入欧盟大市场



Terence Wang

爱尔兰投资发展局 驻华首席代表

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关于爱尔兰投资发展局

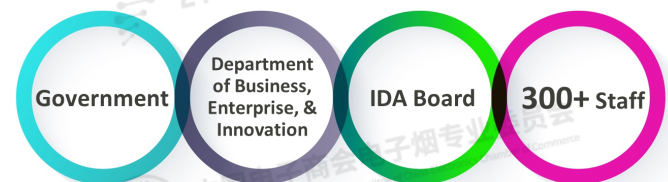
- 爱尔兰投资发展局（IDA Ireland）隶属于爱尔兰国家商务部及科技部，是主管FDI的部级政府部门，部门直属领导为爱尔兰总理

目标和重点关注领域

- 为爱尔兰吸引来自世界各地的投资
- 协助现有公司在爱尔兰拓展业务
- 创造有价值 and 可持续的就业机会
- 为金融服务、信息通信技术、生命科学和工程等目标行业



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爱尔兰的经济状况

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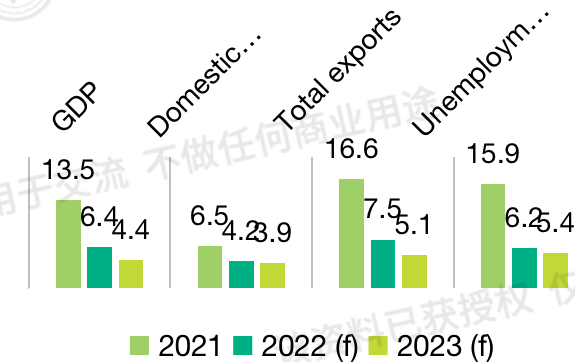
Lifting of Covid-19 restrictions supports recovery

Irish economy expected to continuing growing in 2022 after strong expansion last year.

- ✦ Broad based recovery in domestic demand and the labour market evident beneath multinational sector driven GDP figures in 2021.
- ✦ Lifting of Covid-19 public health restrictions has supported a renewed rebound in domestic facing sectors such as hospitality and tourism.
- ✦ International and national forecasts expect economic growth to remain robust into 2023 as pandemic impacts continue to fade and demand across key growth driving sectors remains strong.
- ✦ War in Ukraine expected to slow rather than derail Ireland's strong economic recovery, however outlook is subject to considerable uncertainty.
- ✦ Ireland has limited direct trade links with Russia or Ukraine but is seeing significant second round impacts of the conflict through higher energy and commodity costs.

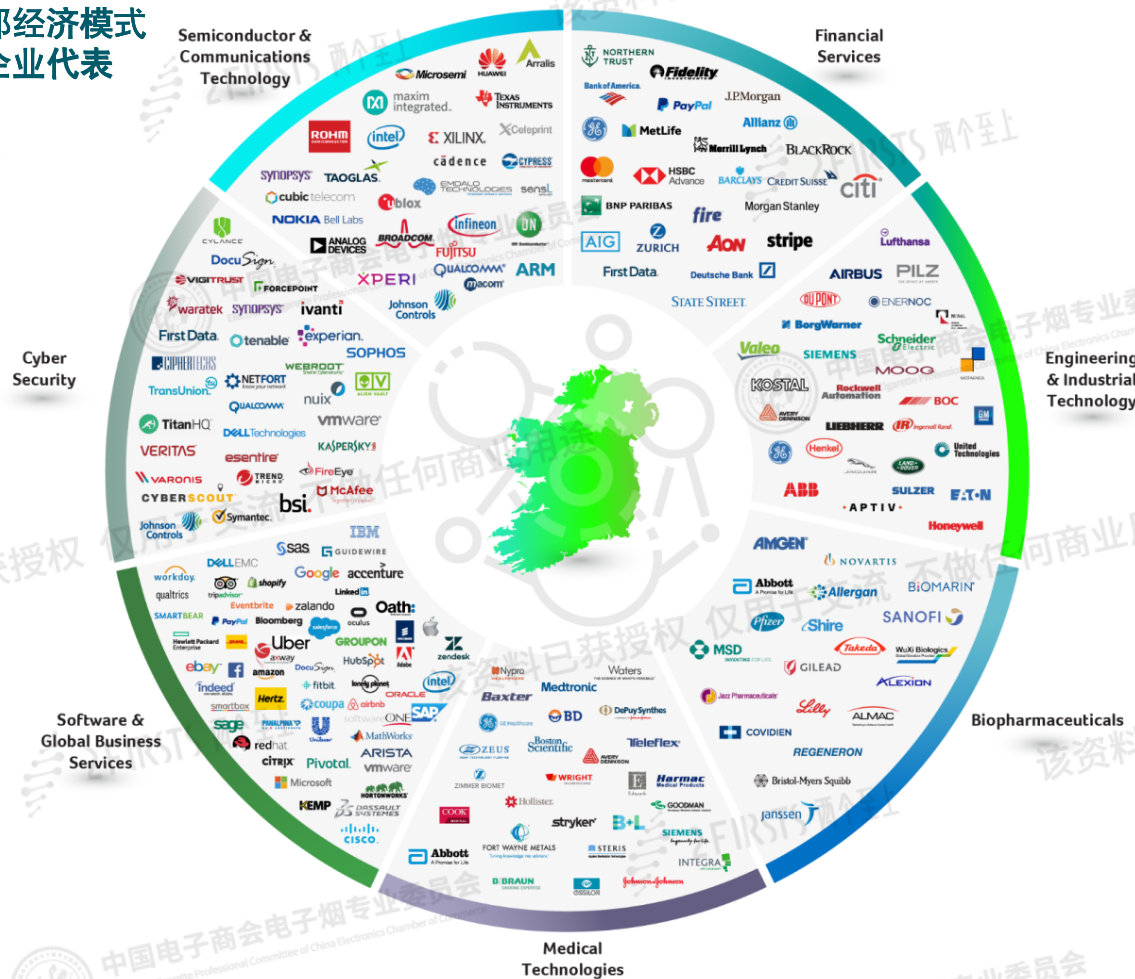
GDP Forecasts (% change)	Last updated	2022	2023
European Commission	Feb-22	5.5	4.5
IMF	May-22	6.0	5.0
OECD	Dec-21	5.7	3.9
Department of Finance	Apr-22	6.4	4.4
Central Bank of Ireland	Apr-22	6.1	5.5
ESRI	Mar-22	6.2	4.3

Irish economy - key indicators (% change year-on-year)



Source: Department of Finance, April 2022

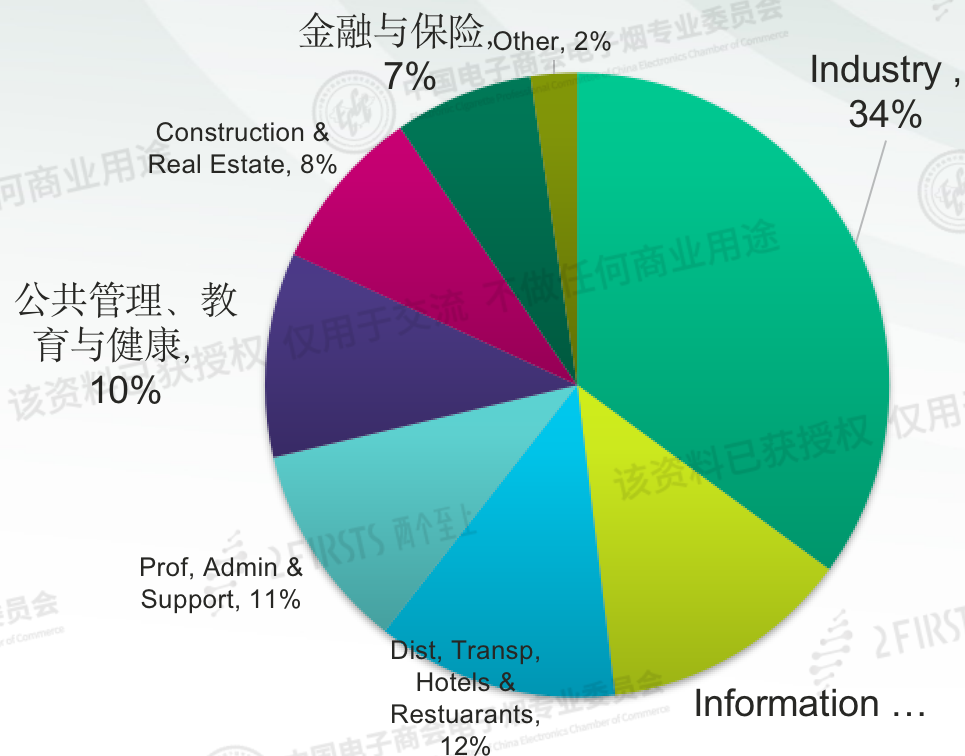
爱尔兰总部经济模式 典型跨国企业代表



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爱尔兰经济构成



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来源：爱尔兰中央统计局，按2018年基本价格计算的总增加值

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爱尔兰总部经济模式 及各行业企业如何赢得欧盟市场的战略布局

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爱尔兰金融行业-欧洲崛起的金融新贵

40多年来爱尔兰FDI的主要支柱

400多家公司， 40,000多名员工

银行业：全球前20大银行中的17家

保险业：跨境活动的主要地点

- + 全球15大保险公司中的11家
- + 全球前5大再保险公司
- + 全球前3大券商

投资服务：欧洲最大的基金管理中心， 4.2万亿欧元

支付业务：强大、快速增长的国际支付公司集群

金融数字科技：领先的金融技术和创新基地

航空租赁：全球领先地位

- + 超过40%的商用租赁飞机是在爱尔兰以外租赁或管理的



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爱尔兰-全球最大软件出口国

- 在过去30年里，爱尔兰作为卓越软件中心享誉国际。
- 爱尔兰拥有900多家软件公司（包括跨国公司和本地公司），24,000名员工，每年出口额达160亿欧元。
- 全球前20大软件公司中有16家在爱尔兰开展战略业务。这些公司几乎均在欧洲、中东和非洲（EMEA）设立了总部。
- 排名前10位的互联网公司中有10家在爱尔兰设有办事处。
- 过去5年里，信息及通讯科技毕业生输出增加了100%。
- 全球第二大软件出口国。



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爱尔兰高端制造行业-从制造到智造

- 越来越多的跨国工业工程和技术公司选择爱尔兰作为欧洲的办公地点。
- 工业技术部门有220多家公司，22,000多名员工。出口额超过43亿欧元。
- 主要工业部门包括汽车、航空航天、化工和先进材料、自动化和工业技术。
- 在过去十年里，部门实现增长，逐步在欧洲、中东和非洲市场扩大业务。
- 在政府部门的支持下，整个部门都采用了颠覆性工业4.0技术。
- 不仅企业内部开展研发活动，还与学术和应用研究合作伙伴共同开展研发活动。每年研发支出超过1.5亿欧元。



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爱尔兰生物制药行业-全球医药行业的制高点之一

- 全球领先的生物制药投资目的地。
- 全球前10大生物制药公司都在爱尔兰设有业务。
- 有90多家制造工厂，40多家经FDA批准，还有22个生物技术基地。
- 爱尔兰工厂现已获得美国食品药品监督管理局和欧洲药品管理局的批准，是全球公认的生产基地。
- 生物制药部门从业人员超过60,000人，其中50%以上具备三级资质。
- 过去10年里，资本投资超过100亿欧元，2018年出口额达到670亿欧元。
- 拥有爱尔兰国家生物工艺研究培训所（NIBRT），成立10年，现已走向国际化。



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爱尔兰生命科学及医疗器械行业

- 爱尔兰医疗技术部门已成为全球领先的医疗设备生产商之一。
- 爱尔兰是欧洲最大的医疗技术产品出口国之一。
- 全球前15大医疗技术公司中，有14家位于爱尔兰。每个客户有多个站点（10家客户涉及46家工厂）
- 爱尔兰医疗技术部门涵盖神经血管、骨科、诊断和眼科；药物输送和互联医疗集群不断发展。
- 爱尔兰25至54岁的年轻人中，有一半人拥有三级学历证书——欧洲国家最高的教育水平。
- 1/4的高等教育毕业生修过STEM（科学、技术、工程和数学教育）课程。



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IDA Ireland: Supporting Industry 4.0 R&D

- A leading cohort of IDA Ireland client companies have engaged in R&D projects in Industry 4.0 technologies. The scope, scale and ambition of the projects varies across the range of companies from feasibility investigations to transformative digitisation projects.

 Digitisation	 I-IoT	 Automation/Robotics	 Additive Manufacturing
 Data Analytics	 Augmented Reality	 Intelligent Automation	 Data Analytics, Visualisation
 Ad. Materials/Add. Manufacturing	 Digitised Manufacturing Processes	 I-IoT/Connected Health R&D	 Additive Manufacturing
 Digitisation Training	 Digitisation Training	 Digital Transformation	 Digital Transformation
 BioPharma 4.0	 Artificial Intelligence	 Artificial Intelligence/Analytics	 I-IoT/Autonomous Systems
 Data Analytics	 Data Analytics/Telematics	 Robotics/ Automation	 Digital Transformation
 Additive Manufacturing	 Digital Transformation	 Industrial-IoT	 5G

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爱尔兰投资发展局

拥有最多土地储备和科技产业园的爱尔兰政府部门

- In response to the need to serve the manufacturing industry base, IDA Ireland is proceeding with the establishment of a National Advanced Manufacturing Centre within the National Technology Park in Limerick. This initiative is in response to the identified needs of our discrete manufacturing industry base, and will serve the entire Irish-based manufacturing sector. Critically, the centre will be of scale and an exemplar internationally while ensuring coordination with and also complimenting existing resources.
- The Advanced Manufacturing Centre will provide a collaborative environment focussed on the acceleration of core platform technologies to “digitize” Ireland’s discrete manufacturing base and supply chain partners.
- This will be achieved via
 - de-risking the access to trialling and adopting of disruptive technology platforms
 - providing a collaborative environment for the adoption of emergent industrial technologies
 - providing industry training in emergent platforms to upskill the workforce in line with future production skills needs.
- This investment will complement existing national infrastructure and will ensure that the connected manufacturing ecosystem is served by national resources which span from fundamental research to applied technology deployment at scale (Appendix 7.8) . In addition, a key component of Ireland Inc’s continued future success requires the establishment of a National governance model for Advanced Manufacturing. This process is advancing under the leadership of DBEI and is central to ensuring a coordinated national approach thus ensuring the entire manufacturing base is served appropriately (FMI).



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中国企业立足爱尔兰赢得欧盟市场的典型代表

科技



HUAWEI



Tencent 腾讯



生命科学



Global Solution Provider



明码生物科技 | 药明康德集团

金融服务



BANK OF CHINA



国家开发银行

CHINA DEVELOPMENT BANK



中再集团
CHINA RE



其他服务



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Case Study 抖音在爱尔兰

Parent



- Valued at \$75 billion (2nd most valuable unicorn company in the world).
- Employs 50,000 people globally and actively hiring.
- ByteDance is a private internet technology company operating a range of content platforms in social media, news and music.



Company

- Known internationally as the founder of the social media app, TikTok.
- In Q1 2020, **TikTok was the most downloaded app across both the Google and Apple App Stores**, with 315 million downloads.

Irish Company

- In 2020, ByteDance established its third International Trust and Safety Hub for TikTok in Dublin after opening hubs in San Francisco and Singapore. This will be **their only Trust and Safety Hub in Europe**.
- Moderating content for the EMEA and Latin American regions.
- Tiktok are **actively hiring** skilled multilingual content moderators and policy makers.
- One of the main reasons ByteDance chose Ireland was the **availability of skilled multilingual talent** and **Ireland's track record for moderating content** in the tech industry with companies like Facebook and Twitter having large moderation teams in Ireland.

Updated / Friday, 17 Jan 2020 20:48



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爱尔兰投资发展局：政府对外资企业的最惠政策概述

- Current rate of **12.5%** amongst the lowest in the EU
目前12.5%的企业税是欧盟国家中**最低的税率之一**
- Ireland's extensive double taxation treaty network with treaties with more than **79** countries, 爱尔兰已于79多个国家签订了双边免税收协议,
- Ireland has signed an excellent double taxation treaty with China
与中国签署的双边免税收协议
- Research and development tax incentives
25%的政府**研发补贴**, 可抵扣税收
- IDA**额外**最高可达**20%**的政府研发补助
 - 2016.1.1起爱尔兰将实施新的**“知识发展盒”**政策, 在爱尔兰开展研发, 所产生的知识产权及带来的收入将按6.25%的标准收取所得税
 - 政府为企业撮合VC/投资基金/银行等融资需求

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爱尔兰对企业在欧盟的核心竞争力



Talent

人才

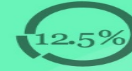
欧盟最年轻人口
劳动力灵活性和适应性居世界第一



Track Record

记录

拥有世界十大制药公司
全球前20大银行中，有17家位于爱尔兰
全球10大互联网公司位于爱尔兰



Tax

税收

12.5%的公司所得税
研发税收抵免（25%）爱尔兰有270,000人接受第三阶段教育



Education

教育

98%的教育参与率



Ease of Doing Business

营商便利度

1973年加入欧盟
在2018年《IMD世界竞争力排名》中，投资激励方面位居世界第一



Connected Research

互联研究

协同研究生态系统：例如在风险、统计、数据分析等相关领域。



Cutting Edge Companies

前沿公司

爱尔兰拥有全球一些知名度最高、发展最快的跨国公司



Talent Mobility

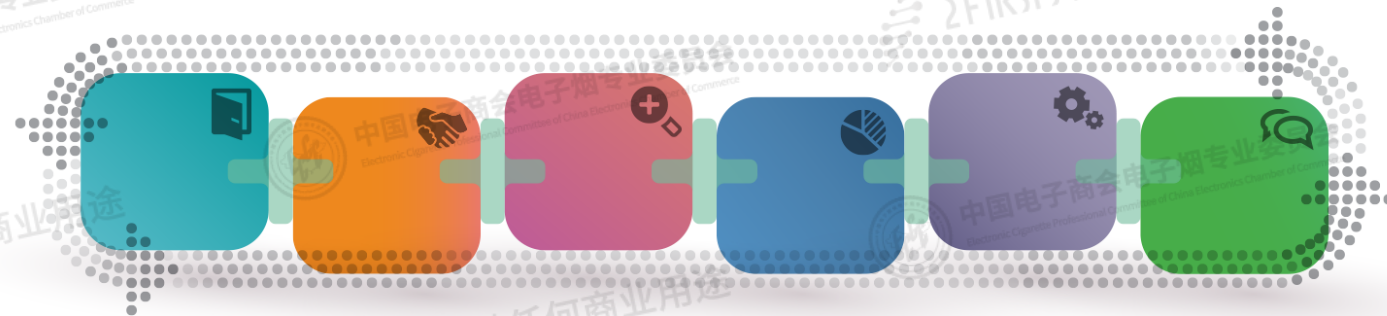
人才流动

超过55万非爱尔兰人居住在爱尔兰
员工愿意通勤或为工作搬迁

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爱尔兰投资发展局 全面助力中国企业在欧盟发展



- + 同业介绍
- + 各政府系统引荐
- + 行业协会引荐
- + 与第三方服务机构合作

- + 设计并安排有针对性的实地考察
- + 信息收集、分析和评估
- + 反馈信息请求

- + IDA资助项目和奖励
- + 公共关系和媒体支持
- + 就业许可证及签证
- + 办公及工业用地解决方案

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