



Oifig Fiontair Áitiúil  
Local Enterprise Office



# *doing business* *in Dún Laoghaire-Rathdown*



## why dlr?

# THE IDEAL LOCATION FOR YOUR BUSINESS

**D**ÚN LAOGHAIRE-RATHDOWN (**dlr**) is the ideal location to give your business a competitive advantage. Companies which locate in **dlr** enjoy all the benefits of being part of the internationally competitive Dublin City region which contributes more than 43% of Ireland's GDP.

**dlr** has real advantages. Employers have easy access to the most educated and skilled workforce in Ireland, including graduates from highly-regarded and diverse educational facilities such as University College Dublin — the largest university in the country.

Companies gain from a strategic location and connectivity that is unrivalled in Ireland, with a major airport on their doorstep providing easy international travel and putting businesses at the heart of the European Union.

Employees benefit from a high quality of life in **dlr**. There is excellent road infrastructure and public transport — including DART rail and Luas light rail lines — providing fast, reliable access to Dublin city.

Commute times in **dlr** compare favourably with other European capital cities, and people here enjoy living and working in an environment where community and quality of life really matters.

We offer a positive business environment with dedicated and effective supports which encourage innovation and help companies achieve their potential. There are also all the tax advantages which



can accrue from locating in Ireland's pro-business economy.

**dlr** is an innovative and entrepreneurial county with particular strengths in knowledge-based and digital technology industries, as well as retail, finance,

insurance, and education and health. Plans are in place to facilitate future expansion and growth in our main commercial centres, and we work collaboratively with partners such as Enterprise Ireland and IDA Ireland, the Chamber of Commerce

and Business Associations to provide a supportive ecosystem for the continued growth of our SMEs and start-up companies.

These are just some of the many advantages and opportunities that **dlr** has to offer which makes it an ideal location for your business, whether you are starting, expanding or relocating your company.

### Five key benefits of dlr

- ◆ Part of Dublin
- ◆ Easy access to EU and beyond
- ◆ Knowledge-based economy
- ◆ Strong cluster culture, including ICT, Medical and Business Services
- ◆ Excellent quality of life

### DEARBHLA LAWSON

Director of Economic, Community and Cultural Development, Dún Laoghaire-Rathdown County Council



# From the Mountains to the Sea

If quality of life matters to you then Dún Laoghaire-Rathdown is the perfect place to locate your business. Situated between the mountains and sea on the south side of Dublin's thriving city centre, **dlr** boasts an unrivalled array of amenities which deliver a fantastic lifestyle.

Individuals and families benefit from living in a clean, safe environment with excellent housing, schools and colleges, recreational facilities, state-of-the-art hospitals, world-class retail destinations, and a thriving cultural scene.

From picturesque villages along the Irish coast to warm and welcoming communities at the foothills of the Dublin Mountains, **dlr** has many of Ireland's most desirable residential areas in which to live — whether you're just passing through or putting down roots.

## SOCIAL LIFE

Contemporary Ireland is a vibrant, multicultural society and you can experience

the best of it in **dlr**. Discover a taste of the world in our wonderful cafes and restaurants, spoil yourself in a huge range of shops and boutiques, enjoy a pint in your local pub, venture out into the nightlife locally or make the short trip to Dublin city centre for a bit more to see and do.

## GET OUTDOORS

There are dozens of activities which get you outdoors and enjoying the captivating beauty of this part of Ireland. Take a stroll along the elegant East Pier in Dun Laoghaire, brave a bracing dip in the sea at Sandycove, or go for a kayak or a sail along the coast. Get on your bike or go for a hike along the 43km of trails in the Dublin Mountains.

**dlr** has a wonderful array of local parks and there's always something going on in them, from farmers' markets to parades, festivals, music concerts and more.

Want to stay in shape and have fun? It's easy in **dlr**. There are sports and

leisure clubs and facilities throughout the county catering for sports as diverse as Gaelic football, hurling, soccer, rugby, hockey, tennis, swimming, fishing, sailing, cycling, and climbing.

For golfers, **dlr** has more than a dozen excellent courses, while if you enjoy a flutter there's no better bet than spending a day with friends at the famous Leopardstown Racecourse.

## CULTURAL HUB

A vibrant and inclusive cultural scene underpins every part of **dlr**.

Visit the National Maritime Museum or the striking new Lexicon library and cultural centre, enjoy the

Mountains to Sea Book or Poetry Now festivals, step back in time to the 15th Century at Dalkey Castle, take in a performance at the Pavilion or Mill theatres, or catch your favourite bands at the annual Longitude festival in Marlay Park.

When you've done all that, the cultural attractions of Dublin city centre are on your doorstep.

**'30-MINUTE  
COMMUTE'**  
Our excellent  
transport network  
and location means  
people in **dlr**  
spend less time  
commuting





# The right fit for all businesses — from multinationals to start-ups

**B**USINESSES of all sizes choose to locate in Dún Laoghaire-Rathdown, from world leading multinationals and successful large indigenous exporters to hundreds of SMEs, micro enterprises and fast growing start-ups.

They are attracted by the county's track record of success, high-quality business infrastructure, network of intelligence, innovative and diverse business clusters, well-developed and resourced research ecosystem, and established high-value sectors such as ICT, biotechnology and pharmaceuticals.

Companies which locate in **dlr** share in the advantages of the excellent infrastructure, connectivity and highly-educated workforce available in a capital city — but they also benefit from the more competitive business costs and better lifestyle that Dún Laoghaire-Rathdown offers over Dublin city centre.

IDA Ireland, Enterprise Ireland and Dún Laoghaire-Rathdown Local Enterprise Office offer a range of supports for new and existing businesses looking to locate in the county. These include financial and business supports, training programmes, mentoring advice and networking opportunities.

## MULTINATIONALS

The Dublin region is a well-established choice for companies locating headquarters in the European Union. Among those who have chosen **dlr** are technology leaders Microsoft, Dell,



Salesforce, Vodafone and Ericsson; financial institutions Merrill Lynch and MasterCard; and biotechnology and pharmaceutical giants Amgen and ICON.

## LARGE AND MID-SIZED EXPORTERS

Dún Laoghaire-Rathdown's strategic advantages are key to many of Ireland's leading indigenous companies choosing it as their base. Three of Ireland's top 5 indigenous exporters — construction

and engineering company CRH, building materials company Grafton Group, and packaging group Smurfit Kappa — are located in **dlr**, as are many mid-sized export-focused companies.

## SMALL FIRMS AND START-UPS

**dlr** has a thriving culture of small firms and start-ups. More than 70% of companies in the county employ 10 staff or less — they are the backbone of the economy.

## The benefits of locating in Dún Laoghaire-Rathdown



### STRATEGIC

- ◆ High-achieving environment
- ◆ Highly-educated and skilled workforce
- ◆ Large number of export-focused FDI and indigenous companies
- ◆ Direct access to EU and beyond
- ◆ Strong business clusters in key sectors
- ◆ Burgeoning start-up culture



### CONNECTIVITY

- ◆ Part of Ireland's capital city and largest market
- ◆ World class telecommunications infrastructure
- ◆ Excellent road network and public transport
- ◆ Close to Dublin Airport and Dublin Port



### SUPPORT

- ◆ 12.5% corporation tax rate
- ◆ Low taxes for business
- ◆ 25% R&D tax credit
- ◆ 6.25% tax rate on qualifying intellectual property rights
- ◆ FDI, Enterprise Ireland and Local Enterprise assistance
- ◆ Excellent quality of life

# The Learning County

**IRELAND IS...**

- ◆ 1st for availability of skilled labour
- ◆ 1st for flexibility and adaptability of workforce
- ◆ 1st for attitudes to globalisation
- ◆ 1st for investment incentives

(SOURCE: THE IMD WORLD COMPETITIVE YEARBOOK 2014)



**UCD**

UNIVERSITY College Dublin is Ireland's largest university, with more than 32,000 students on a 330-acre campus at Belfield. Its alumni include three former Irish presidents and five former Taoisigh.

UCD is consistently ranked as one of the best universities in Europe, while its **Michael Smurfit Graduate Business School** is rated regularly as being among the 100 best schools for Business or Economics worldwide. **Nova UCD** is the

university's state-of-the-art incubation facility for new ventures and entrepreneurs. More than 60 companies in the fields of ICT, biotech, medical devices, wireless technology and renewable energy have graduated from Nova UCD.

**Nexus UCD** is an industry partnership programme for established innovation-led companies keen to collaborate with UCD's world-class research base.



*"UCD has more than 5,000 international students attending our Dublin campus coming from 124 different countries. This allows us to give all students an international education that will prepare them to take their place in today and tomorrow's global society."*

**PROFESSOR ANDREW J DEEKS, PRESIDENT, UCD**

**T**HE success of any business depends on the quality of its people. Ireland has a young, highly-educated and technologically-advanced workforce — and nowhere is this more prevalent than in Dún Laoghaire-Rathdown.

In Ireland, 43% of adults aged 25-64 have attained a third level education, compared to the EU average of 33% and OECD average of 36%. In **dlr** that figure is more than 50%.

Companies which locate in **dlr** have direct access to this talent base and benefit from their close proximity

to Ireland's leading colleges. University College Dublin and the Institute of Art, Design and Technology are based in the county, as is part of the Royal College of Surgeons in Ireland and the Irish Management Institute. In nearby Dublin city are Trinity College Dublin, Dublin City University, and Dublin Institute of Technology.

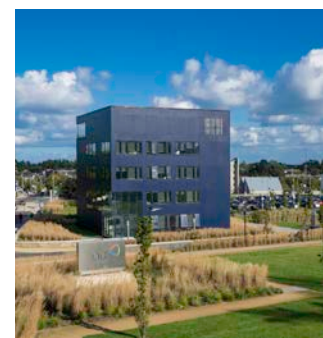
Support for life-long learning and development are provided in **dlr** through several senior Adult Education Centres, Training Centres, and Further Education Colleges.

**IADT**

THE Institute of Art, Design and Technology (IADT) is Ireland's only third-level college to specialise in creativity and innovation in the arts, technology and entrepreneurship.

IADT also houses the National Film School, Ireland's centre of excellence for education and training in film, design for stage and screen, animation, and broadcasting.

Commercial players in the Irish film and TV sectors regularly avail of the state-of-



the-art studio facilities on the campus.

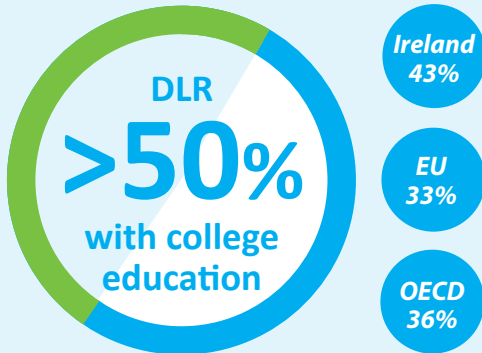
**The Media Cube:** This IADT incubation centre offers a dynamic and supportive environment for digital start-ups.

# facts and figures



## Skills

### Best educated



Dún Laoghaire-Rathdown has Ireland's highest percentage of adults aged 25-64 with a third level education. (Source: OECD 2016/CSO)

**Lowest Unemployment**  
Dún Laoghaire-Rathdown has the lowest rate of unemployment of any county in Ireland.

**Most Affluent**  
Dún Laoghaire-Rathdown is ranked the most affluent county in Ireland. (2011 Pobal HP Deprivation Index).

**Youngest Population**  
Ireland, at an average age of 34.4 years, has the youngest population in Europe.

**Highly Employable**  
Ireland has "the most highly employable graduates in the world". (2010 European Commission study of third-level education)

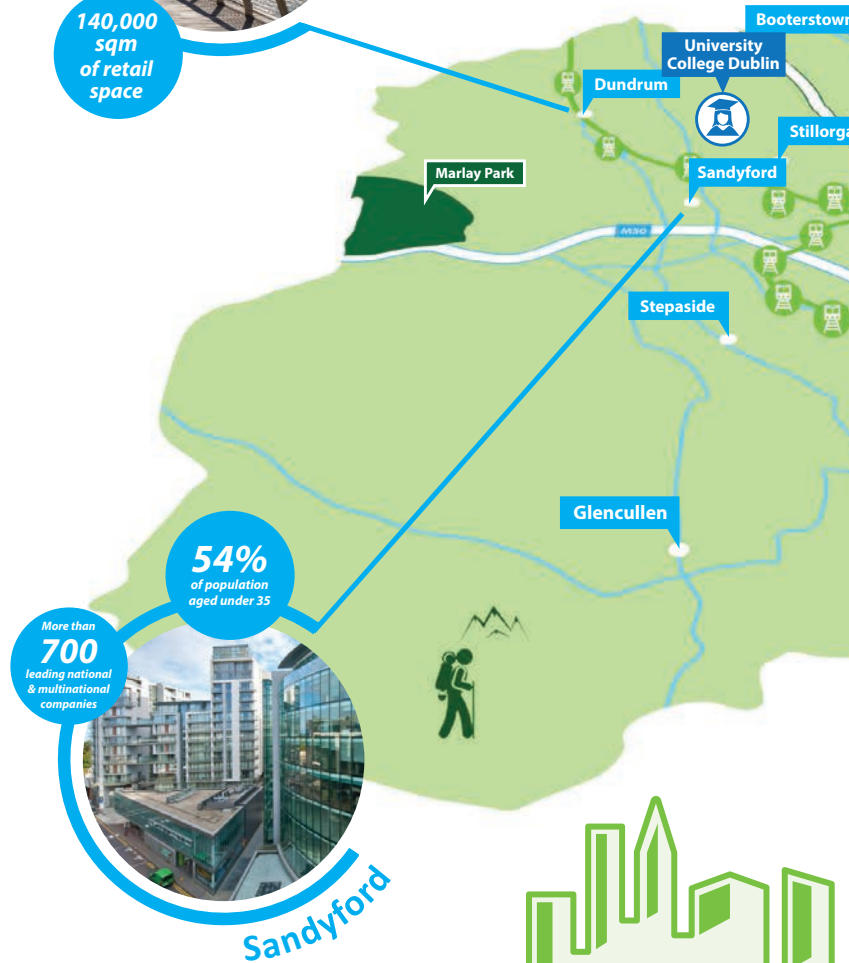
**No.1 for Human Capital**  
Dublin is 1st in the world for Human Capital. (source:IBID)

## Dundrum Town Centre

More than **18 million** visitors per year

**140,000 sqm** of retail space

# Dún Laoghaire A TRACK RECORD



**>5,000 Companies**

**Business Services**

**Education & Training**

**5** of the 10 largest companies in Ireland are based in DLR





# e-Rathdown: RD OF SUCCESS



## Infrastructure



**42%**  
of Dublin  
Construction

Dún Laoghaire-Rathdown had 42% of the Dublin Region's construction sites in 2016.



**54%** cheaper for  
prime office rents

€296 sqm compared to €645 sqm in Dublin city centre. (Source: CBRE, Q3 2016)

**>80%** of households  
have high-speed broadband



**Dublin Port**

6.8% growth (2016)

>7,000 ship arrivals per year

>50m tonnes of cargo per year



**15 million**

trips annually on  
Luas light rail Green Line

**15,831**

daily rail journeys on DART trains in  
Dún Laoghaire-Rathdown.

**Dublin  
Airport**

34 airlines

40 countries

180 destinations

580 flights per day

**25 million** passengers per year

ICT



Financial Services

Health & Medical



## key locations

# Sandyford Business District (SBD)



*A world class location for companies and employees*

**S**ANDYFORD Business District (SBD) has an established track record as a world class business location where companies and employees have the opportunity to flourish and grow.

Nestled against the backdrop of the Dublin Mountains, more than 700 companies are located in the SBD, employing some 22,000 people across Sandyford Business Park, South County Business Park, and Stillorgan Business Park. They enjoy an environment which balances work with enviable lifestyle opportunities in a vibrant streetscape of restaurants, retail and residential units. It even has a racecourse!

SBD has excellent connectivity, including easy access to the M50 motorway and a direct route to Dublin Airport and all of Ireland's major cities, while the Luas light rail system provides modern, fast and reliable transport to Dublin city centre in just 20 minutes.

More than 700 leading national and multinational companies have chosen to locate in SBD, creating a number of diverse business clusters which helps attract the best talent and create exceptional products and services:

- ◆ **ICT:** *Microsoft, Vodafone, Salesforce.*
- ◆ **Finance:** *Merrill Lynch, Mastercard.*
- ◆ **Healthcare:** *Beacon, ICON, Fannin.*
- ◆ **Services:** *SSE Airtricity, Fónua.*
- ◆ **Manufacturing:** *Avid Technology, Verifone.*
- ◆ **International Traded Services:** *Dun & Bradstreet, Tullow Oil.*



*“When we started here, it was around access to talent, infrastructure, and access into Europe, the Middle-East and Africa — and it was about being able to expand and grow. For us, Sandyford was the one which allowed us to achieve all of that.”*

**CATHRIONA HALLAHAN,  
MANAGING DIRECTOR,  
MICROSOFT IRELAND**

SBD has modern office spaces to suit all. It also has room to grow — the Sandyford Urban Framework Plan allows for the development of a further 350,000 sqm of commercial floor space for 17,500 more employees and an additional 1,000 residential units.

As a designated SMART Region, businesses in SBD benefit from the best technological infrastructure, a well-developed research ecosystem, and established high-value sectors such as pharma, biotechnology and ICT.

In 2016 the Sandyford Business Improvement District (BiD) scheme was established to identify and implement initiatives that will enhance SBD as a community for businesses and residents.



## Dundrum

*Vibrant retail and commercial centre*

DUNDRUM is a vibrant, bustling blend of retail, business and residential activity in the heart of south Dublin, just 5km from the city centre.

It is home to Dundrum Town Centre, Ireland's largest shopping destination with more than 100 shops, 40 cafes and restaurants, a cinema complex, 200-seat theatre, various bars and a nightclub. More than 6,000 people are employed across Dundrum Town Centre's 140,000 square metres of commercial space.

And it's not all retail — RSA Insurance and ING financial services have their Irish bases there.

The business community in Dundrum is a healthy mix of professional services, medical, lifestyle, media, trades and other sectors. They occupy a variety of premises in and around the town, including in Dundrum Business Park and Rockfield Centre.

There is an excellent range of apartments and houses in Dundrum and the surrounding area, and many workers live locally. For families there is also a selection of excellent schools, parks and



other amenities in the area, including Airfield urban farm.

For those accessing Dundrum, the Luas light rail offers a fast and reliable service to nearby suburbs and the city centre, while close proximity to the M50 means that the airport and rest of Ireland are also easily accessible.





## Blackrock

*A perfect blend of work and lifestyle benefits*



BLACKROCK is an attractive seaside town with a thriving business, retail and café culture, and a magnificent quality of life.

It is an established location for insurance and financial services companies, and also for professional services and other support services. Significant employers in the area include Zurich Life Assurance, Chill Insurance, and services and facilities management group Sodexo. They benefit from easy access to the Dublin city centre via the DART or by road.

Good availability of office space at reasonable prices has also convinced many SMEs and start-up companies to base themselves in Blackrock — several shared office space providers have opened in the town.

Workers and families are spoiled for choice with a wide range of high street and independent shops — as well as many bars, coffee shops and restaurants. They can take a stroll in beautiful parks or along the strand and take in the panoramic views across Dublin Bay.

Blackrock is also home to Ireland's leading business school, the UCD Michael Smurfit Graduate Business School and leading hospital the Blackrock Clinic.

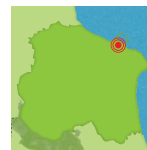


### DID YOU KNOW?

*Blackrock has 15.5% of business services, 14.4% of IT and internet companies and 12.8% of financial and insurance services in dlr.*

## Dún Laoghaire

*Harbour town has become digital hub*



**T**HIS harbour town is firmly focused on a digital future. It's all part of the Digital Dún Laoghaire initiative to build a strong cluster of digital companies and promote innovation and urban regeneration. This is backed by a free public wifi system in the town with speeds of one gigabyte.

Dún Laoghaire has more than 60 businesses in the digital space, both multinational players and fast-growing start-ups, while more than 2,500 IT workers live in the area. They benefit from being just 16 minutes by train to the global tech giants at Dublin's Silicon Docks.

The digital growth complements the strong financial, professional services and retail sectors in Dún Laoghaire. The County Council, Local Enterprise Office and Chamber of Commerce are all located in the town, and there is a wide range of readily available commercial

premises at a fraction of the cost of Dublin city centre prices. Close to town are several small business parks offering light industrial and warehousing units. The biopharmaceutical multinational Amgen has a large manufacturing facility in the area.

However, it is outside work that Dún Laoghaire is best appreciated.

Situated on the beautiful Irish coast, the town has a thriving social and cultural scene, and there is a great selection of residential accommodation in the area.

Walk the East Pier and enjoy an ice cream; learn to sail at one of the harbour's four sailing clubs;

take in a play at the Pavilion Theatre; take a dip in the ocean at the popular Forty Foot, Seapoint and Sandycove bathing places; or visit the striking Lexicon library and conference venue overlooking the harbour. Dún Laoghaire truly is a work and lifestyle choice.

### DID YOU KNOW?

*Dún Laoghaire town's free wifi had 1.2 million logons in 2015*

***“Being located in Dún Laoghaire means that we are beside the seafront and have an easy commute, which means more time at home. We also have the DART and other easily accessible transport links which come with being part of Dublin and provide easy access for our staff, and we also have a good selection of shops and facilities in Dún Laoghaire.”***

**SEAMUS MURPHY, CEO CARRAIGHILL CAPITAL**

## key locations

# Cherrywood

Exciting changes in store for new town



**C**HERRYWOOD is going to get considerably busier over the next decade as it transforms into a new town where 30,000 will live and work.

As a result of being assigned a Strategic Development Zone (SDZ), the existing modern business park will grow from its existing 65,000 to 350,000 square metres of office space.

Up to 8,000 new homes and apartments will be built, as well as a vibrant new town with a wide range of shops and restaurants, six new schools, three flagship and amenity public parks and various other leisure amenities.

Cherrywood will be able to provide businesses of all sizes with a unique, carefully designed, complete working and living environment close to the mountains with views towards Killiney and Dublin beyond.

The infrastructure is already in place. Cherrywood has the M50 and M11 motorways on its doorstep and is served by five LUAS stops and the N11 Quality Bus Corridor, providing easy access to Dublin city centre 12km away, the airport and beyond.

Computing giant Dell employs more than 1,600 people at its Cherrywood campus, while payments provider Evalon, healthcare company Covidien, and financial companies Friends First and Capricorn Ventis are among other big companies located in the business park.



### DID YOU KNOW?

*The entire Cherrywood area will be connected by a network of Greenways for pedestrians and cyclists*

*“When looking for the ideal commuter base, Cherrywood Business Park ticked all the boxes. Our team commutes from all over Ireland and we wanted a centrally located head office that was easy to navigate for staff and visitors alike. Cherrywood is a lifestyle choice not just a business choice and with all the changes being implemented it is getting better day by day.”*

**SYNCHRO SOLUTIONS**



## The Park, Carrickmines

*Building a future as a business, retail and neighbourhood hub*

**SITUATED** alongside the M50 in the foothills of the Dublin Mountains, The Park, Carrickmines provides a modern mix of state-of-the-art retail and office space.

Opened in 2005, The Park is easily accessed by road, the nearby Luas light rail system and by bus, providing excellent connectivity with Dublin region and the rest of the country.

Companies already located in The Park include US financial giant StateStreet, global stock media agency Getty Images, and

leading pharmaceutical corporation Boehringer Ingelheim. Retailers include Ikea, DFS, Smyths, PC World, TK Maxx, and many restaurants.

Ongoing development of high quality office buildings will enhance The Park as a business hub, but its future is also as a social and cultural district for shoppers, workers and residents — with plans for a pedestrianised plaza environment incorporating retail, street cafes and restaurants, alongside family leisure facilities, a multi-screen cinema and a large public park.

### DID YOU KNOW?

*2,400 people are employed in The Park*





# Supporting businesses in dlr

RELOCATING or starting a new business can be complex and daunting. Thankfully there are a range of state agencies offering assistance with financial and business supports, training programmes, mentoring advice and networking

opportunities. Partnering with these bodies can ensure a smooth process and positive outcome for your company. The best agency to work with depends on the size of your company and the markets you operate in.



As Ireland's Foreign Direct Investment agency, IDA Ireland provides a range of financial supports and services, and sectoral expertise to help foreign companies and investors establish or expand their operations in Ireland.

IDA Ireland's new five-year strategy is based on a policy of attracting investors who are seeking locations for advanced manufacturing or office-based activities which depend on highly skilled processes or are involved in high value added activities such as ICT, knowledge-based industries and biotechnology.

Phone: +353 1 603 4000  
Email: [idaireland@ida.ie](mailto:idaireland@ida.ie)  
Web: [www.idaireland.com](http://www.idaireland.com)

\* IDA has 40 client companies in dlr



Enterprise Ireland is the state agency organisation responsible for the development and growth of Irish enterprises in world markets. EI works in partnership with companies to help them start, grow, innovate, and win export sales.

EI works with:

- \* Early-stage entrepreneurs
- \* Established business owners
- \* Irish multinational companies

Phone: +353 1 727 2000  
Email: [client.service@enterprise-ireland.com](mailto:client.service@enterprise-ireland.com)  
Web: [www.enterprise-ireland.com](http://www.enterprise-ireland.com)

\* Enterprise Ireland has 380 supported companies in DLR providing more than 7,500 jobs

*"We received two business expansion grants from the LEO and financial support towards items including hardware and consultancy. I also participated in the Accelerate Management Development Programme. As we've grown that support has continued. We recently closed a seed round of private and Enterprise Ireland investment. Unravel Analytics is now an Enterprise Ireland High Potential Start-Up client"*

SANTINA DOHERTY, FOUNDER AND CEO UNRAVEL ANALYTICS



Oifig Fiontair Áitiúil  
Local Enterprise Office

LEOs are the first-stop shop for anyone looking for information on starting or growing a business in Ireland. The Dún Laoghaire-Rathdown LEO — located in Dún Laoghaire town — works with entrepreneurs, early stage promoters, start-ups and small businesses looking to expand. LEO supports include:

- \* PRIMING GRANTS: For businesses trading less than 18 months
- \* BUSINESS EXPANSION GRANTS: For businesses trading more than 18 months
- \* FEASIBILITY/INNOVATION GRANTS: For researching market demand for a product or service and examining its sustainability
- \* OTHER SERVICES: Business events, training programmes, mentoring advice and networking opportunities.

Phone: (01) 204 7083,  
Email: [contact@leo.dlrcoco.ie](mailto:contact@leo.dlrcoco.ie)  
Web: [www.localenterprise.ie/DLR](http://www.localenterprise.ie/DLR)

\* The LEO has supported more than 1,400 participants in mentoring and training courses in dlr



ConnectIreland.com

Connect Ireland uses introductions made by individuals from their contacts, family, friends and business connections to attract companies to Ireland.

It engages people like you and me to act as ambassadors and attract foreign companies that are expanding internationally to locate in Ireland. If you know of a company that's expanding internationally or seeking a European base, please contact Connect Ireland.

Phone: (01) 635 3716  
Web: [connectireland.com](http://connectireland.com)

## Useful Contacts

Dún Laoghaire-Rathdown County Council

Phone: +353 1 2054700  
Email: [corp@dlrcoco.ie](mailto:corp@dlrcoco.ie)  
Web: [www.dlrcoco.ie](http://www.dlrcoco.ie)

Dún Laoghaire-Rathdown Chamber

Phone: +353 1 2845066  
Email: [office@dlrchamber.ie](mailto:office@dlrchamber.ie)  
Web: [www.dlrchamber.ie](http://www.dlrchamber.ie)

# doing business in *Dún Laoghaire-Rathdown*

