



INVEST WHERE THERE'S A
REAL SENSE OF IDENTITY.

ATLANTIC EDGE

LIMERICK

EUROPEAN EMBRACE



Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

DISCOVER LIMERICK

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Bring your business to Limerick. A place of welcome contrasts.

A coincidence of geography places Limerick strategically in-between two economic powerhouses – the USA and Europe.

Historically, Limerick people helped build the USA. We gave it energy and entrepreneurial spirit. That's still us today.

Limerick is also decidedly European – we're the European Union's third-largest English-speaking city, infused with continental influences, creativity and culture.

The result is a unique identity: robust yet welcoming; open and collaborative; dynamic yet easy-going. And more besides.

You'll join a business community that ranks highly for inward investment*. FDI is growing rapidly, with over 3,000 new jobs announced in 2022. Simply, you'll in be great company.

Limerick is ranked 1st for FDI Strategy and 2nd for fDi's Micro European Cities of the Future 2023 by fDi Intelligence, the Financial Times Foreign Direct Investment publication.

You'll benefit from our fascination with innovation, backed by stakeholder commitment and generous resources.

And you'll operate in an environment that's dynamic, youthful and brimming with talent.

Your business will prosper here. So invest in Limerick, the city with an Atlantic Edge and a European Embrace.

*3rd overall, Micro European Cities of the Future 2022/23; 4th Small European Regions of the Future – FDI Strategy 2022/23 – FT, Feb/Mar 2022.

SEVEN REASONS TO CHOOSE LIMERICK.

In just two minutes.

1 Limerick at a glance.

- At the heart of Ireland's thriving Mid-West
- 100,000+ urban population; one million-plus people within a 90 minute commute
- As close to the Americas as to 26 EU nations

LIMERICK

Seven reasons

2

Strong pedigree. Forward-looking.

- A wealth of international businesses operate here
- 1st for FDI Strategy, fDi Intelligence, the Financial Times Foreign Direct Investment publication
- Everything for enterprise – incubators; science, technology and research centres; dedicated innovation hub


3

Perfect for expansion. Everywhere.

- Limerick City Centre is 25km from Shannon International Airport, which has daily US, EU, and UK flights

Riverpoint, Limerick City Centre





4 Mature education. Bright, young talent.

- Home to three major higher-education institutes
- More than 25,000 graduates each year within a 100 km radius
- Europe's most youthful and English-speaking population

5 Our strengths. Your potential.

Focused on key industry sectors:


- 
- Digital & technology
 - Life sciences & healthcare
 - Financial & professional
 - Creative & media
 - Engineering



6 Grow into a green, sustainable future.

- 
- Developing into Ireland's leading carbonneutral economy
 - Through a government appointed task force, Limerick and the Shannon Estuary are set to be at the forefront of an energy revolution that will see the development of a new economic model with renewable energy generation and export as a key cornerstone
 - Limerick is one of two EU Lighthouse cities under the European Union's Horizon 2020 research and innovation programme
 - Pioneers in Advanced Manufacturing

7 Highly active. Yet relaxing.

- 
- Arts, culture, history, sport, music – all here in abundance
 - A vibrant city with low congestion and easy commuting
 - Envious standard of living – affordable housing and high disposable income

COOL STATS. RED-HOT INNOVATION.

A place for enterprise.

Limerick attracts some of the world's most pioneering and established international companies – more than 120 in total – making ours one of Ireland's fastest-growing FDI regions.

Companies locate here for many reasons. Cost is one: businesses benefit from low outlay and high-grade office space. But it's our focus on innovation that gives them ultimate competitive advantage. We do everything to foster new technology and approaches at every stage of business development. All to make Limerick a great place to do business.

Here's a selection.



We host an
Enterprise Ireland Technology Gateway with Munster Technological University Kerry – for the biotech, food and life science industries.

LIMERICK

Innovation

University of Limerick
Computer Science students





We're home to the Science Foundation Ireland funded, LERO Research Centre, bringing together software teams from across Ireland, in a coordinated centre for research excellence with a strong industry focus.



We've a dedicated innovation company, **Innovate Limerick**, that drives ground-breaking workspaces such as Workbench and Engine, and supports a range of projects to develop our business ecosystem.



Limerick Twenty Thirty is a dedicated public interest development company engaged in master-planning and the development of key strategic city-centre sites with the potential to deliver 500,000 sq ft of new office space and 500 housing units by 2030.



We provide incubator and accelerator spaces to support entrepreneurs and new businesses, together with a dedicated 'Priming Grant' **start-up fund** for companies under 18 months old.

IDEAS FACTORIES: STIMULATING A DYNAMIC BUSINESS ENVIRONMENT.

Additional sources:

<http://innovatelimerick.ie/>

<https://www.technologygateway.ie/network/hannon-abc-gateway/>

<https://www.enterprise-ireland.com/en/research-innovation/companies/collaborate-with-companies-research-institutes/technology-centres.html>

<https://www.localenterprise.ie/Limerick/Financial-Supports/Priming-Grant/>

LOOK WEST OR EAST. YOU'RE UNIQUELY CONNECTED.

Access.

Set up business in Limerick and you're mid-way between the Americas and 26 fellow European Union states, giving unlimited options for trade, employment and expansion.



By air

you're just 20 minutes from Shannon International Airport, with daily direct flights to the USA – just five hours away – the UK and mainland Europe. You can also reach Dublin Airport within two hours by road.



By sea

you're near Ireland's largest bulk port, Shannon Foynes Port. A designated European Ten-T core port, this can cater for vessels up to 200,000 dwt.



By rail & bus

Colbert Station in the heart of the city connects Limerick to Dublin, Cork, Galway, Waterford and beyond. The Irish Government have committed to €1.25 billion investment in Limerick's public transport infrastructure.



By road

motorway connectivity gives access to around 550,000 people within 60 minutes' drive, more than a million within 90 minutes and more than three million within two-and-a-half hours.

Limerick is already one of Ireland's most accessible urban centres with motorways to Dublin and Galway. Plans for a €1 billion motorway between Limerick and Cork and a €500 million Limerick to Foynes motorway are under way – improving transit times still further.



Broadband connectivity

is high quality, high speed. As part of a National Broadband Plan, €86 million investment in a new fibre network promises to increase productivity and reliability, vital not just for international business but for today's blended working.



OFF THE GROUND.

YOU'RE POISED FOR SUCCESS.

Additional sources:

<https://www.nationaltransport.ie/consultations/publication-of-the-draft-limerick-shannon-metropolitan-area-transport-strategy-2/>

<https://www.shannonairport.ie/>

<https://www.irishrail.ie/en-ie/>

MATURE EDUCATION SYSTEM. BRIGHT YOUNG TALENT.

Skills.

Gain from an exceptional talent pool, fed by a steady pipeline of fresh, new skills. You won't be surprised that UNESCO recognises Limerick as a City of Learning.

Excellence starts early. We have among the country's top-rated secondary and national schools. But it's in our universities where the difference is clear. We also have cutting edge vocational training, skills acquisition and apprenticeship courses.

Vibrant third-level

The city has three major higher education institutions where US-style campuses and grading systems are common.

There's a 24,000-student population, including international students from more than 100 countries. Together, these institutions produce more than 6,000 accomplished graduates a year.

Degree-level courses concentrate on employability and the needs of business with many qualifications awarded across IT, Life Sciences, Business, Creative and Media, Engineering, Technology and the Arts.

Highly successful

University of Limerick offers Ireland's only immersive software engineering degree for developers – a fast-growing requirement. UL's graduate employment rate is 15% above the national average.

More than 96% of **Technological University of the Shannon's** graduates (including the Limerick School of Art & Design) are in employment or further study, with 50% working in the Mid-West.

Around 40% of professional teachers in Ireland have studied at **Limerick's Mary Immaculate College**. In addition, it has one of Ireland's highest student retention rates.

The skills you need

Limerick's third-level institutions consistently share research and knowledge. They also collaborate closely with other state providers, business and industry to ensure graduate skills continue to match employers' changing needs.

This has prompted two pioneering partnerships to promote retraining and ongoing education – Limerick for IT and Explore Engineering.

Future-proof

Limerick is Ireland's student city. An educated, English-speaking population, in which around 50% are aged under 35. That's sustainability for you.

**ACHIEVING HIGHER:
LIMERICK OFFERS
SUPERB SKILLS AND
QUALIFICATIONS.
FOR YEARS TO COME.**

University of Limerick student



Additional sources:

www.ul.ie
www.tus.ie
www.mic.ul.ie

GAIN FROM OUR STRENGTHS. BUILD ON YOURS.

Key sectors.

Join international businesses that take advantage of Limerick's wealth of opportunities in specific sectors.

Digital & technology

ICT-led companies have always valued our affinity for cutting-edge innovation.

Today, the region is a technology and R&D major hub with a rich, thriving ecosystem boosted by a ready talent supply – more than a third of Limerick's third-level students study STEM (science, technology, engineering and mathematics) subjects.

We've big, global companies – and those that are not so big – doing amazing things. **Dell Technologies'** Limerick operation is a strategic centre for the company's global and regional functions. At its Innovation Lab, customers can experience how Artificial Intelligence, 5G and the Internet of Things can bring business value in developing digital cities, connected healthcare Industry 4.0 and connected transport.

Operational since 2000 and employing around 300 people, **Intel Shannon's** R&D campus is a centre of excellence for network transformation and cloud computing in today's highly connected world.

Carelon Global Solutions Ireland uses industry-leading AI and cognitive technologies to solve complex medical problems – with a digital platform that delivers predictive, proactive and personalised healthcare.

Limerick is at the core of **General Motors'** future vision. Here, the company is developing next-generation electric vehicle and autonomous driving technologies at its software engineering centre.

Analog Devices helps solve the toughest engineering challenges from its European headquarters and R&D centre. Its products and applications are found in many sectors, from aerospace & defence to healthcare and intelligent buildings. ADI recently announced a €100 million investment in a collaboration accelerator, ADI Catalyst.



**"IT'S AMAZING TO
SEE THE FUTURE
OF AUTONOMOUS
VEHICLES IS PRESENT
IN THE HEART OF
ONE OF EUROPE'S
OLDEST CITIES."**

Dan Jose,
System Developer, GM



"AN AMAZING PLACE TO DO BUSINESS."

Nathan Tenzer,
Edwards Lifesciences

Life sciences & healthcare

Big companies come to Limerick as part of their quest to solve some of the world's most important health challenges.

You'll recognise names including:

- Johnson & Johnson – vision care and contact lenses
- Cook Medical – minimally-invasive medical devices
- BD – medical, life sciences and intervention solutions
- Edwards Lifesciences – structural heart disease and critical care monitoring
- Eli Lilly – pharmaceuticals. Plans a new €400 million manufacturing plant
- Regeneron – biotechnology. Inventing life-transforming medicines
- Stryker – creating innovative products and services to help improve patient outcomes

These companies have sparked a vibrant local life sciences sector that ranges from third-level spin-outs to early-stage SMEs – a trend that's growing throughout Ireland. There have also been several notable acquisitions.

Our universities increasingly focus on developing life sciences departments and research institutes. A significant example, the Bernal Institute, University of Limerick, counts spin-outs Cala Medical and Hooke Bio among its successes.

Opportunities in direct healthcare are strong across the region. There's significant investment in public and private healthcare, with plans for two new private hospitals through Ireland's largest independent hospital group, Bon Secours Health System, and US-based healthcare provider, UPMC.

"What stands out is an amazing university and the people that are available here."

Limerick has an edge over other cities and counties in Ireland. It seems to have everything, all the amenities without having lost the connectedness that people really value in a smaller community. It's in this sweet spot between those two.

I see Limerick growing tremendously in the future, with a lot more investment in the area and businesses thriving and growing. We're going to see the waterfront developing and University of Limerick continuing to shine."

Financial & professional

Ireland's main banking institutions are established in Limerick, underpinning successful growth across the region.

Some of the world's best-known financial and professional services firms are also here, including BDO, Deloitte, EY, Grant Thornton International and Mazars. With support from IDA (Industrial Development Agency) Ireland, they have attracted diverse multinational clients such as FundRock, part of the Apex Group, and wealth-management services giant Northern Trust.

Together, the University of Limerick's Kemmy Business School, one of the largest in Ireland, and TUS (Technological University of the Shannon: Midlands Midwest), provide a valuable pipeline of skilled, qualified graduates.

Advanced manufacturing

Manufacturing accounts for a hefty proportion of Ireland's GDP; The sector employs around 260,000 people, with 29% of manufacturing jobs in high technology sectors (IBEC – Manufacturing In Ireland Report 2022).

With our high-tech manufacturing ecosystem, Limerick already keeps Ireland at the forefront of digital transformation. We're driving the future too. As part of the nation's sustainable growth strategy, Limerick is home to the IDA's National Advanced Manufacturing Centre (AMC).

The centre will be based among a cluster of global brands at Limerick's National Technology Park. It will help accelerate adoption of digital technologies by local and global manufacturers in sectors such as biopharmaceuticals, medical technology, electronics, engineering and industrial technology.

Manufacturers will be able to access a best-in-class digital factory incorporating the latest manufacturing technologies in an integrated, fully-representative production environment.

Swiss automation giant ABB is the Centre's key technology partner. It will provide digital manufacturing technology, including 'digital twin' capability – a method to simulate how a physical object, process or service will perform.

But there's more. The University of Limerick is developing a world-leading research centre, CONFIRM. Backed by SFI (Science Foundation Ireland), it's a 'community of practice' where industry, researchers and the public can learn about smart manufacturing and Industry 4.0 through advances in data analytics, product & process control, enterprise modelling & simulation, software systems, network systems & IoT, sensors, robotics & controls and materials processing.



**"FINDING SKILLED LABOUR
IN THIS PART OF THE
WORLD HAS BEEN VERY
EASY FOR BATHFITTER."**

Michael Prendergast,
Vice President European Sales, Bath Fitter Ltd

LIMERICK Business sector

"LIMERICK SCHOOL OF ART AND DESIGN HAS PRODUCED SOME OF OUR GREATEST DESIGNERS."

Celia Holman Lee,
Holman Lee Model Agency

Creative & media

If Limerick weren't already sufficiently creative, the region has further reinvented itself into a recognised film and TV production hub.

Investors can take advantage of this exciting development, which grew out of Limerick City of Culture 2014. Better still, you can make projects more profitable through a 'Regional Film Development Uplift' which offers a premium tax credit up to 35 per cent.

You have plenty of production resources to rely on. Troy Studios, based in Limerick's National Technology Park, is now Ireland's largest film studio. It has spawned a burgeoning film industry ecosystem that employs well over 1,000 people at peak activity.

And there's real quality of talent, not just in film and TV but across creative and media: Limerick's third-level sector fuels the industry with outstanding flair, not least from TUS's Limerick School of Art and Design, a top 50 college of its kind in the world.

LIMERICK: YOU'RE IN GOOD COMPANY

stryker®

Johnson & Johnson

REGENERON
science to medicine®

Virgin media

WP engine®

UBER

MAZARS

RUSAL

Edwards

BD

TROY
STUDIOS

kemp

ANALOG
DEVICES

COOK®
MEDICAL

DELL

Northern Trust

viagogo

GE Capita

EY

FUNDROCK
management company

GLASS LEWIS

KOSTAL

AXIOMSL®

Teleflex®

Three.ie

XPERI

Deloitte.

carelon
Global Solutions

Lilly

GM

TRANSACT

BOSCH

BATH
FITTER®

FUEL FOR GROWTH. GREEN SPACE TO BREATHE.

Sustainable future

It takes true collaboration to make change. When it comes to sustainability and green energy, Limerick sets the pace.

A full range of bodies, from Limerick City and County Council, our research-led universities and the Regional Enterprise Plan, to Shannon Foynes Port Company, Limerick Chamber, large employers and other key stakeholders work together to realise opportunities for the region and – equally important – for investors.

Two key projects stand out.

The Shannon Estuary. Limerick has been generating green energy for nearly a century through hydroelectricity, making us a national and international leader in sustainability.

Building on substantial investment in land based wind turbines and solar technology, today we're on the point of making the Shannon Estuary a supply chain and logistics hub for floating offshore wind power by exploiting some of the world's most consistent wind resources off our west coast.

It's an opportunity that, overall, could be worth €12 billion by 2050 – a key milestone for net-zero carbon – and create up to 30,000 jobs.

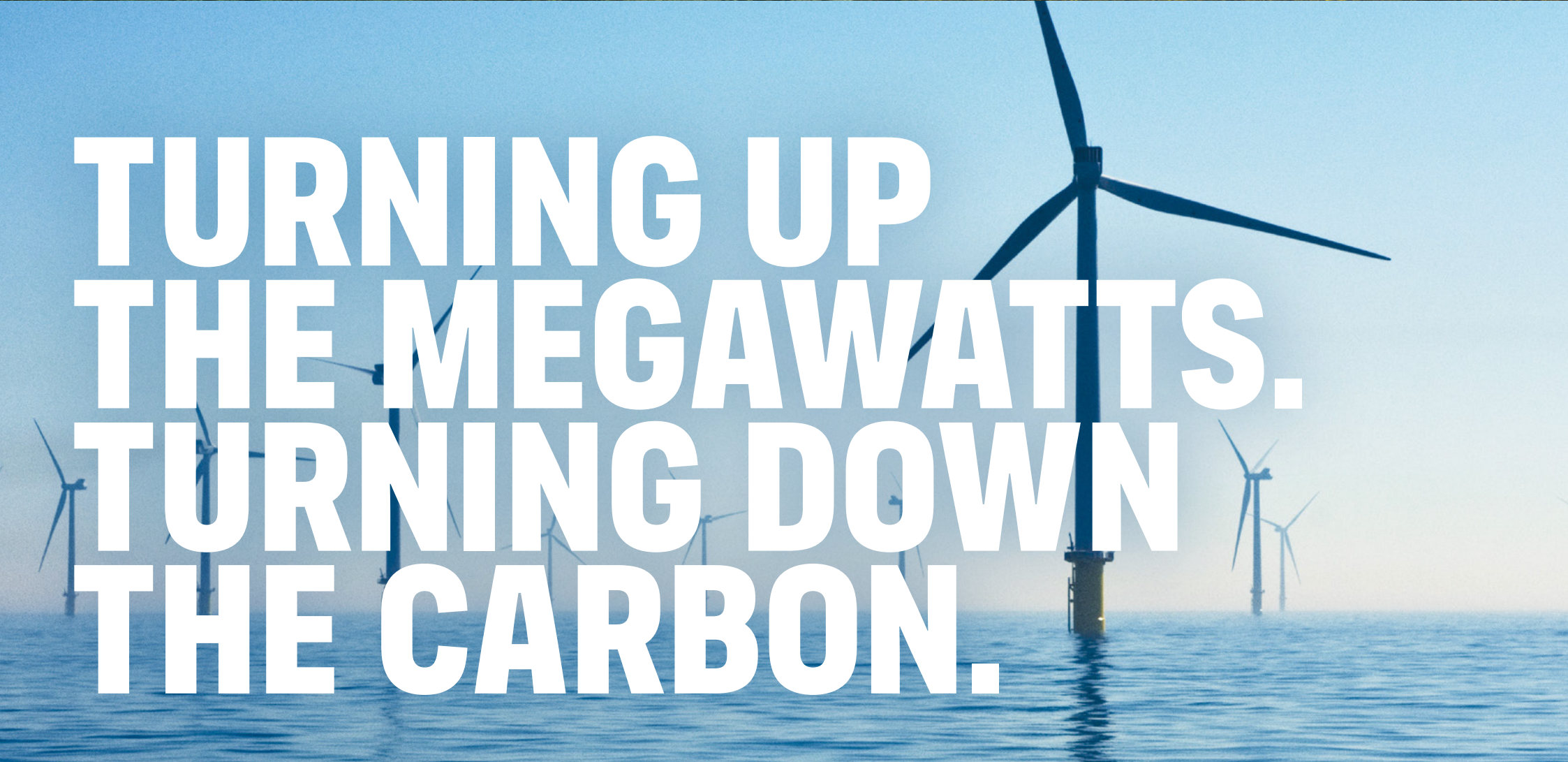
Shannon Foynes Port Company has already taken the first step to make the most of the estuary's deep sheltered waters, vital for construction of floating platforms. They have invested €28 million in jetty infrastructure and a port logistics hub, due for completion in 2024.

Smart positive city energy. Limerick has been selected as one of only two Lighthouse Smart Cities and secured European funding to show EU cities how to use less energy than they make.

Backed by the biggest EU Research and Innovation Funding programme, Horizon 2020, Limerick develop a new 'community grid', the use of smart meters, innovation in new energy sources (including hydrokinetic) and storage, digital tools and citizen participation.

Among other activities, Limerick will demonstrate how it can transform a city-centre district (the Georgian Innovation neighbourhood) into a positive energy zone.





Additional sources:

<https://www.sfpc.ie/>

<https://www.offshorewind.biz/2022/03/17/irish-port-to-build-floating-offshore-wind-hub/>

<https://irishtechnews.ie/limerick-secures-e6-5m-in-eu-funding-to-become-a-smart-positive-energy-city/>

ENJOY LIFE. WE'VE MORE OF IT.

Lifestyle

Discover a high-quality lifestyle that's remarkably competitive and satisfying. Who says so? Professionals who moved to the Limerick region claim to be much happier with their location; 72% have a better balance between their working and home lives*.

More rewarding

Among other factors, low housing costs mean that Limerick offers a higher disposable income than any other county in Ireland*. House purchase prices are below the national average, while we're the most affordable of Ireland's four largest cities for rental. In addition, homeowners can gain valuable tax advantages through Limerick's Living City Initiative, key to regenerating historic and other buildings. No wonder Limerick is so attractive.

*Mid-West Relocation Survey, Collins McNicholas 2017

LIMERICK

Work. Life

A 'quiet' city

Despite everything that goes on here, you'll experience low traffic congestion, good public transport and an easy commute; just 24 minutes on average. Moreover, Limerick is compact and fully walkable – ideal for wellbeing.

Give it 100%

A former European City of Sport, Limerick has sport for everyone, including:

- Munster Rugby at the 25,000-capacity Thomond Park
- Hurling and Gaelic Football at the 44,000-capacity TUS Gaelic Grounds
- 'Ireland's Sport Campus' at University of Limerick
- Racing at Limerick Racecourse and Limerick Greyhound Stadium
- Golf at championship courses such as Adare Manor, due to host the 2027 Ryder Cup
- World class surf beaches within an hour's drive of the city
- The Limerick Greenway, a 40km Greenway path through captivating Limerick countryside

Not active enough for you? There are more than 1,000 sports clubs to choose from.

History, culture and music: immerse yourself

With a history that goes back to the Vikings (and a charter older even than London), Limerick promises so much. Take time to visit treasures such as King John's Castle, St. Mary's Cathedral, Lough Gur, Foynes Flying Boat and Maritime Museum.

Culture is everywhere, from street artists and live music to a calendar bursting with events – including up to 100 festivals a year.

Ireland's first National City of Culture, we host the country's only biennial of contemporary art, EVA International.

There are impressive venues such as The University Concert Hall, The Lime Tree Theatre, The Belltable Theatre, The Big Top and Dolans Warehouse.

The Greenway



**WILD ATLANTIC WAY
GATEWAY CITY**

TAIRSEACH SHLÍ AN ATLANTAIGH FHIÁIN

Riverfest

Additional sources:

<https://www.discoverireland.ie/wild-atlantic-way>

<https://www.limerick.ie/council/services/housing/tax-relief-initiative/living-city-initiative-limerick#:~:text=The%20Living%20City%20Initiative%20is,part%20of%20the%20city%20centre>

LIMERICK

Work. Life

And you've many cultural institutes to experience: Limerick City Gallery of Art, RTE Lyric FM, the World Academy of Music and Dance, Hunt Museum, Limerick Museum and the People's Museum of Limerick.

Still hungry?

Limerick's diverse, cosmopolitan atmosphere (more than 150 nationalities live here and over 10% of the population comes from across the EU) means you'll feel at home here.

That extends to our lively food scene.

We've some of the country's top award-winning restaurants, plus a fusion of memorable international cuisine, while Limerick's Milk Market features artisan local producers every weekend.

Fill your lungs

Limerick's position near the Atlantic coast gives superb opportunities for invigorating outdoor adventure. We're a Gateway City to the Wild Atlantic Way, with some of Europe's most spectacular scenery. World-renowned and breath taking sites such as the Cliffs of Moher, the Burren, Killarney National Park, the Ring of Kerry and the Dingle Peninsula are within 90 minutes of the city. We're also home to the incredible Shannon Estuary Way. Or visit The Irish Aerial Creation Centre, the only purpose-fit space for aerial circus in Ireland. A centre for the creation and education of Aerial Arts in Ireland and a place for people to unlock their creativity.

Even bigger and better

Limerick's overall population is expected to increase to 300,000 by 2040, making us an even more significant commercial location.

To match this growth and in parallel with environmentally-sustainable initiatives, €40 billion is due to be invested in the city region's infrastructure and property. Public transport infrastructure will benefit from €250 million investment earlier than that, by 2030.



Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

CONTACT US

Learn why you'll achieve your objectives in Limerick.
Talk to us about investment opportunities and guidance
on setting up in business and ongoing operation.

GET IN TOUCH

+353 61 556000
customerservices@limerick.ie
Limerick.ie/business

