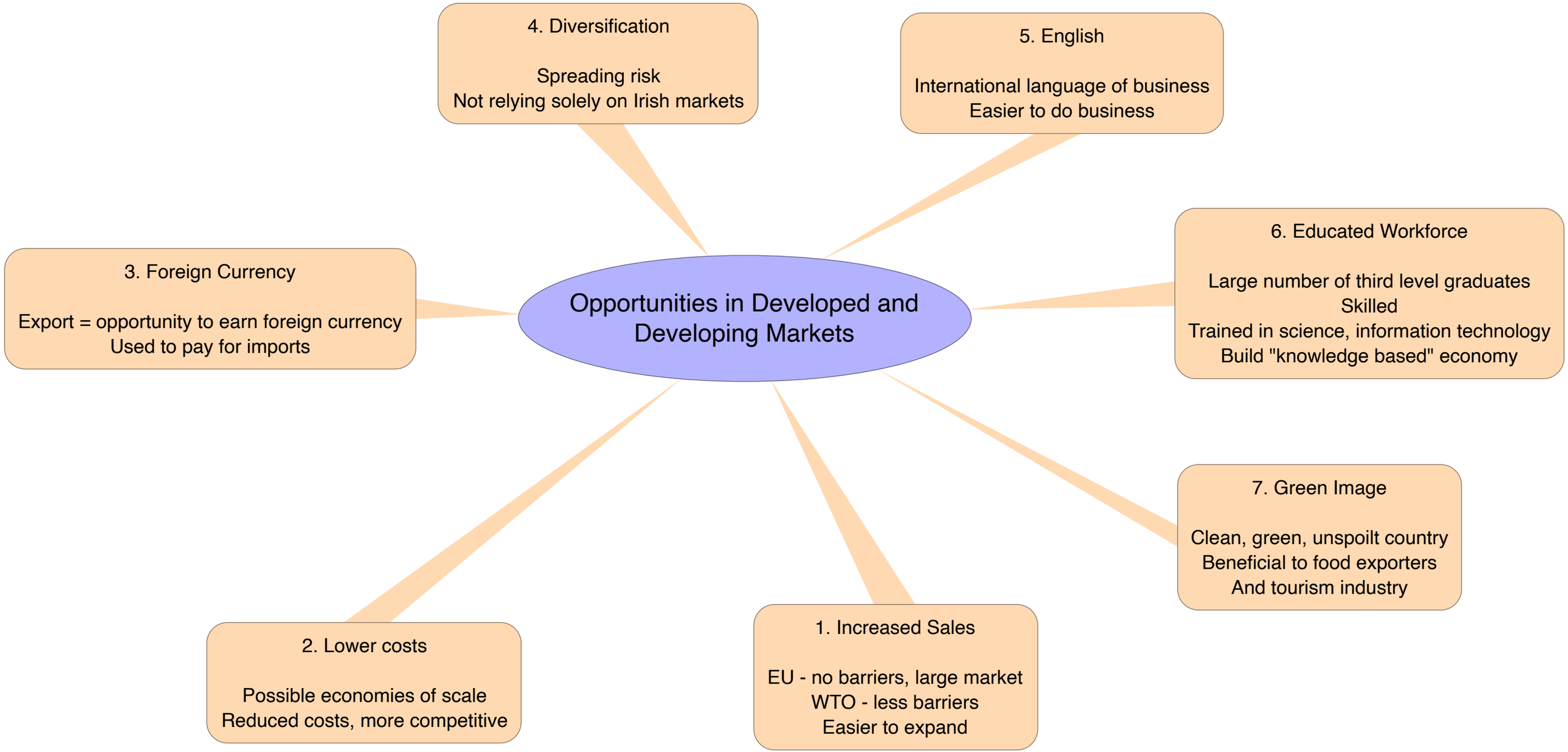
Opportunities in Developed and Developing Markets
4. Diversification
Spreading risk
Not relying solely on Irish markets
5. English
International language of business
Easier to do business
3. Foreign Currency
Export = opportunity to earn foreign currency
Used to pay for imports
6. Educated Workforce
Large number of third level graduates
Skilled
Trained in science, information technology
Build "knowledge based" economy
7. Green Image
Clean, green, unspoilt country
Beneficial to food exporters
And tourism industry
2. Lower costs
Possible economies of scale
Reduced costs, more competitive
1. Increased Sales
EU - no barriers, large market
WTO - less barriers
Easier to expand