



# The White House Conference for Trade and Investment in Ireland

Northern Ireland and the border counties of Ireland

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BCIU

## V. HIGH - POTENTIAL SECTORS:

Some of the Best Sectors for U.S. Company Sales and Investments

- o Tourism*
- o Food Industries*
- o Information Technologies*
- o Manufacturing*
- o Tradeable Services*

## HIGH-POTENTIAL SECTORS: EXECUTIVE SUMMARY

*Various sectors of the economies of Northern Ireland and the border counties of Ireland have excellent prospects for growth. This chapter examines five of those sectors - **Tourism, Food Industries, Information Technologies, Manufacturing, and Tradeable Services.***

***Tourism**, the leading growth industry of the world, has already benefited from the ceasefire and will expand further over the immediate term as more and more visitors "discover" the region. **Food Industries**, already strong elements of both economies, provide a range of opportunities including value-adding to existing products, new product introduction and innovation, and developing taste and preference trends for healthful foods. Both Northern Ireland and the border counties are attractive locations for firms in the **Information Technologies** sector thanks both to highly-skilled, computer-literate work forces, modern telecommunications infrastructures, and hospitable business environments. The presence of an impressive array of U.S. and other multinational industrial companies reflect the range of **Manufacturing** opportunities available in the region, all of which benefit from duty-free access to the massive EU marketplace. The **Tradeable Services** sector operates with modern telecommunication links and a multilingual labor force to pursue fast-growing, service market opportunities throughout Europe.*