



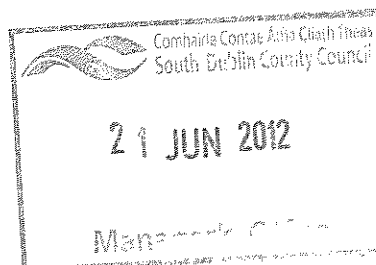
Oifig an Aire Post, Fiontar agus Nuálaíochta
Office of the Minister for Jobs, Enterprise and Innovation

Your Ref: M7/0212

Our Ref: 120343/MIN

18 June 2012

Ms Mary Maguire,
Meetings Administrator,
Corporate Services Department,
South Dublin County Council,
County Hall,
Tallaght,
Dublin 24.



Dear Ms Maguire,

Mr Richard Bruton, T.D., Minister for Jobs, Enterprise and Innovation, has asked me to refer to your recent letter regarding a Motion passed by South Dublin County Council requesting the Minister and IDA Ireland to prioritise South Dublin County for further targeted investment in the area of cloud computing. Please accept my apologies for the delay in responding to you.

The Minister has asked me to assure you that IDA's Horizon 2020 Strategy highlights the Cloud Computing sector as a key area of focus. The Government's Action Plan for Jobs, which was published earlier this year, also highlights Cloud Computing as a priority sector and outlines a number of specific action for implementation by IDA Ireland and other stakeholders in 2012 to ensure that Ireland is best placed to exploit the opportunities offered by cloud computing. In this regard, the Minister has asked me to confirm that one of these actions has already been implemented following his announcement on 2 April last of details of the €1.2 million industry led Cloud Computing Research Centre which is being funded by Government. This centre brings together a team of researchers from DCU, UCC and Athlone Institute of Technology with a cohort of IDA Ireland and Enterprise Ireland companies to establish ways to generate business from cloud computing. One of the priority objectives for the team is to conduct research on maintaining and managing cloud based applications for businesses of all sizes. A number of other actions, which will assist enterprises of all sizes and in all regions of Ireland to provide cloud computing services and avail of the opportunities offered by cloud computing, are being progressed this year in accordance with the Action Plan.


Minister Bruton has asked me to explain that, in order to ensure balanced regional development, one of the targets outlined in IDA's Strategy document "Horizon 2020" is that 50% of investments will be located outside of Dublin and Cork. The challenge for IDA Ireland is to win foreign direct investment (FDI) against this background. There is intense and continual international competition to win this FDI, which is mainly dominated by Metro

City Regions with populations in excess of 1 million i.e. London, Manchester, Singapore, Amsterdam, Boston, Los Angeles etc. As Ireland competes for high quality investments, the concept of scale is crucial. Leading global corporations require a significant population pool, access to qualified talent, world standard physical and digital infrastructure coupled with the availability of sophisticated professional and business support services. Ireland has only one Metro Region, the Greater Dublin area, so, in order to achieve economic regional development, IDA prioritises the marketing of Gateway locations within each Region as the locations of critical mass (i.e. sufficient scale of population, skills, infrastructure, companies, business services etc.) and highlights the opportunities provided by Hub locations which are within commuting distances of these Gateways. IDA also promotes other locations as part of its marketing efforts in response to specific client requirements. In selecting locations to market to client companies, IDA Ireland will endeavour to include locations which have been affected by closures/job losses. Whilst IDA Ireland seeks to influence the selection of a location, the final decision on where to locate is taken in all cases by the investor.

Ireland's current value proposition has enabled IDA Ireland to compete for, and win, recent significant investments from the world leading software companies, such as Google, Microsoft, Amazon, Telecity and EMC. Many of these companies have decided to locate in Dublin. In this regard, the Minister has asked me to refer to the announcement made by the Taoiseach and Minister Bruton on 23 February last following confirmation by Microsoft that it will expand its €500 million data centre in Grange Castle Business Park in South Dublin.

The Minister hopes that this is of assistance and has asked me to express his regrets on the delay taken in responding to your letter.

Yours sincerely



John Maher
Private Secretary