



MARKET LOCATION

PRESS RELEASE

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IRISH TOP LIST FOR DRIVING UK BUSINESS

More Irish ex-pats are directors of UK-based companies than any other nationality, according to new research released this St. Patrick's Weekend.

The study, commissioned by Irish-owned UK PR agency Eulogy!, shows that the UK has more company directors from Ireland than from Germany, America, France or Australia.

Nationalities of non-British UK company directors:

	Nationality	Count
1	Irish	47,858
2	German	47,724
3	American	37,386
4	French	27,130
5	Australian	23,297
6	Indian	19,040
7	Italian	18,394
8	Dutch	15,653
9	South African	14,272
10	New Zealand	12,994

Source: Eulogy! / Market Location Ltd

Irish directors in the UK are also six years younger, and earn €7824 more than non-Irish directors, with an average salary of €100,400 a year.

The study also reveals that companies with Irish directors contribute £384 billion to the British economy annually, and employ over four million staff.

Not surprisingly, London has the greatest proportion of Irish company directors in the UK, with 26% based in the capital. Manchester has the second greatest amount, followed by Harrow, Birmingham, Luton and Edinburgh. Orkney has the smallest amount of Irish directors; just one is based on the Scottish island.

Adrian Brady, managing director, Eulogy! stated: "As a company which operates in Ireland and Britain, we wanted to understand just how senior and influential Irish directors are in British businesses today. The report looks at the generation of Irish directors who came to Britain because they had no other choice, but I believe that the Celtic Tiger Cubs will continue to shape Britain's businesses in the future; not because they have to, but because they can."

Stephen Hughes, head of northern Europe at Enterprise Ireland, added, "This research highlights the great relationship between Irish and British businesses. At Enterprise Ireland, we're constantly seeking out innovative Irish companies that we can support in their development overseas, so we are delighted at this result. We will be watching with interest to see how Irish Directors perform in the coming years."

Steve Cook, managing director at Market Location, expanded, "The most fascinating thing about analysing business to business data is the insight it gives us into what makes UK companies today so successful. These statistics have shown how the UK economy thrives on the entrepreneurship of non-UK directors and the success of their organisations."

About Market Location

Market Location Ltd is a UK b2b data universe owner providing customers with higher-quality and more flexible data. Market Location was founded in 1972 and over the years has developed its product offering to also include database cleaning, enhancement and analytical solutions adaptable to companies of all shapes and sizes.

Its vast experience with data consultancy has seen Market Location work with major players in every industry, including the telecoms, IT, mail order, publishing, utilities, transport, government, charities, wholesale and marketing sectors, delivering outstanding results and service whatever the client's needs.

Market Location's key clients include Bank of Scotland, BT, Dell, Coca Cola, EDF Energy, GB Group, Microsoft, Rapid Racking, Staples UK, United Advertising Publications and many others.

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About Enterprise Ireland

Enterprise Ireland is a government agency responsible for the development of Irish industry. It works in partnership with client companies to help them build a competitive advantage in the global marketplace. For further information about Enterprise Ireland and its current activities, please visit www.enterprise-ireland.com