

Vibrant tradition, bold innovation

Irish traditions and culture are alive in the Gaeltacht and, from seaweed to medtech to digital media, the flourishing business and tourism sectors support a vibrant and creative way of life. Ireland's Gaeltacht — where the Irish language thrives and the way of life is truly unique — has a special place in the hearts of the many people who visit, either to trace their roots or to write their future by exploring new adventures.

Údarás na Gaeltachta has developed a new brand 'Gaeltacht na hÉireann' (Ireland's Gaeltacht) for the promotion of Ireland's Gaeltacht areas and the excellence of their products worldwide under one inclusive identifier. Ireland's Gaeltacht is a vibrant and creative region unique in its language, history, culture, people and landscape. It is an attractive place in which to live, work, locate a business or to visit.

For visitors to Ireland's Gaeltacht areas the options are endless, and visitors can follow the Wild Atlantic Way on a Food & Pub Tour or immerse themselves in the world of beers, whiskeys, gins and vodkas, exploring the region's many brew houses and distilleries — one of them located in shadow of the highest accessible sea cliffs in Europe, Sliabh Liag. Taste the Atlantic while discovering Irish seafood and its coastal heritage, foraging and hand-harvesting the seaweeds dillisk or carrageen moss from the beautiful clean shores of the Aran Islands or witnessing the life cycle of an oyster.

Gaeltacht na hÉireann's innovative mindset can also be seen in

the lush farmland of west Cork, where a farmer with a herd of Italian water buffalos produces multi-award winning mozzarella. The creative spirit and cultural influences of the people in the Gaeltacht are in evidence when sampling the unique and exquisite Irish organic turf-smoked salmon.

Gaeltacht na hÉireann's rugged beauty is clear when viewed through the window of Ireland's only open plan chocolate factory, Skelligs Chocolate, which overlooks the twin-pinnacled crag of Skellig Michael — a UNESCO World Heritage Site recently used as Luke Skywalker's home in the Star Wars: The Force Awakens film. From Cork to Donegal, the food experiences are as varied as they're unique, and visitors can explore the rugged landscapes while enjoying the incredible flavours of the country.

Údarás na Gaeltachta is the regional authority responsible for the economic, social and cultural development of the Gaeltacht with the overall objective of ensuring that the Irish language remains the main communal language of the Gaeltacht and is passed on to future generations. Údarás na Gaeltachta endeavours to achieve that objective by funding and fostering a wide range of enterprise development and job creation initiatives and by supporting strategic language, cultural and community based activities.



Engaging globally from Donegal & Antrim

Randox Laboratories were formed in Co Antrim in 1982 and are now the largest indigenous life science diagnostics company from Ireland and the UK. With over 1400 staff, including some 400 research scientists and engineers and major plants in Co Antrim and Co Donegal, Randox currently export to 145 countries – with the United States as the largest single market. Today, Randox's manufacturing output provides diagnostic profiles for over 350 million people per year, 5% of the world's population.

Founded and managed by Dr Peter FitzGerald, Randox have always been dedicated to innovation within healthcare, and commit up to 17% of turnover each year to diagnostic research and development. Whilst highly competitive in the field of conventional diagnostics, Randox have spent £305 million in the development of revolutionary biochip-based multiplex diagnostic platforms, allowing multiple tests, both proteomic and genomic, to be conducted simultaneously. This technology

enables earlier and more accurate diagnosis, improving patient outcomes and reducing the burden on healthcare services.

Dr FitzGerald makes the point most effectively, "When almost a quarter of the deaths of people under 75 in developed nations are considered avoidable, there is clearly a need to improve healthcare outcomes. There is an undeniable case for radical change in the way healthcare is delivered, and sophisticated diagnostics will be at the fore of this revolution.

"Enabling earlier and more accurate diagnosis, to identify those at the earliest stages of illness, ideally before the onset of any symptoms, is a game-changer. Through early intervention we can restrict the development of chronic conditions and improve people's lives. Our view of the future is one where people are empowered through earlier diagnosis to stay healthier for longer, and where healthcare systems are freed to deliver quality services to patients".

Randox believe that is a truly worthy goal.

Northwest passage to the wider world

Ireland Northwest is exceptionally well placed as an investment hub for business and global companies seeking to establish a gateway to both the UK and EU markets. The region is renowned for its rich tourism, its culture and its heritage offerings, with an established reputation as a compelling investment proposition.

Leading global companies such as Allstate, Abbott, Pramerica and Seagate have already positioned themselves to take advantage of the unique combination of benefits that Ireland Northwest has to offer as an accessible, connected and business friendly gateway region with a compelling vision for greater international impact. These companies and businesses are attracted by the talented and educated workforce, the value balance, superb quality of life and supportive business environment.

The strength of the region is underpinned by a strong collaborative approach which sees industry, government, at both

central and local level and further and higher education institutions from both sides of the border, working together to fuel further economic growth and prosperity of the region.

Innovation and technology are driving the success and growth of the regional economy. Globally recognised centres of research excellence are key drivers of this innovation shaping the future of work in global leaders such as Allstate and Abbott and supporting local industry.

Ireland's longstanding relationship with the US has many levels of connectedness from our shared heritage, values and culture to our economic and trade ties. This relationship is one that is valued and one that has been central to the growth and prosperity of Ireland Northwest. Our global community is important to us and we are committed to continuing to reach out to our diaspora and to build on these special connections for the mutual benefit of our communities both at home and abroad.