



Rialtas na hÉireann
Government of Ireland



Global Ireland

Renewing our commitment to
delivering in the Asia Pacific Region
to 2025

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Global Ireland:

Renewing our commitment to delivering in the Asia Pacific Region to 2025



The Tokyo Saint Patrick's Day parade © Japan Times

VISION

Ireland is committed to pursuing mutually beneficial political and economic relationships in the Asia Pacific region; to promoting our values and to working in respectful partnership to deliver sustainable solutions to the significant global challenges which impact us all.

We renew our ambition to ensure that Ireland:

- » Is a trusted, valued and engaged political partner for the region,
- » Significantly strengthens existing trade and investment links,
- » Engages in more people-to-people exchanges by business, academia, culture, citizens and civil society,
- » Is more present and visible across the region,
- » Yields more value from engagement with the region, across the whole span of Government.

Our approach to engagement will continue to be guided by our core principles, interests and values:

- » The needs and interests of Ireland's people and communities, at home and abroad, will be at the heart of our actions;
- » Defending and strengthening a stable and secure international environment, based on respect for international law, multilateralism and the rules-based international order with the United Nations Charter at its heart;
- » The promotion of inclusive economic growth, free and fair trade, and the strengthening of Ireland's position in global value and supply chains;
- » Shaping and promoting the EU's role and partnerships in the region;
- » Effective and consistent commitment to democracy, human rights, conflict prevention and resolution, sustainable development, humanitarian action and addressing the challenges of climate change;
- » Commitment to dialogue, cooperation and inter-governmental engagement to promote understanding and develop common solutions to shared challenges.

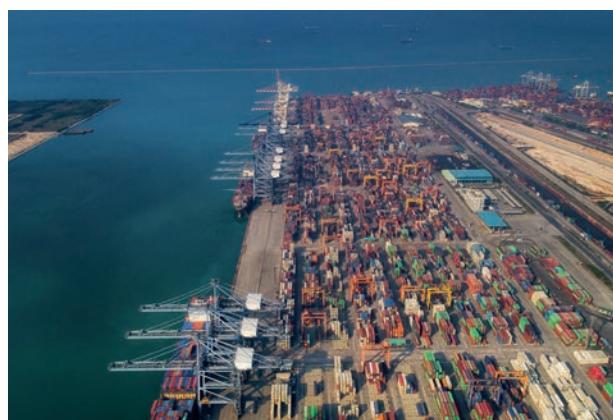
CONTEXT

1. Stretching from the Himalayas to the Straits of Malacca to the furthest reaches of the Pacific Ocean, Asia and the Pacific is the **world's most dynamic region**, home to over four billion people living in some of earth's most populous places and on its smallest, most vulnerable islands. The region retains its status as the primary engine of the global economy and many of its countries are increasingly active geopolitical actors on the world stage.
2. Ireland's contacts with Asia Pacific include well established links, forged by migration, trade, culture, humanitarian efforts and diplomacy. As our footprint in the region has grown, connections have deepened and new opportunities for exchange are being realised. Ireland works with a **diverse range of partners**, that vary in size and influence, who have attained different levels of development and who operate within varied systems of governance. Many are assuming ever greater roles and responsibilities in relation to regional security, and global challenges including climate change and sustainable development. We acknowledge that a one-size-fits-all-approach is not appropriate; **it is in Ireland's interest to engage meaningfully, on a tailored basis, with countries across the region.**
3. Ireland's relationships in the Asia Pacific region are flourishing. The roadmap set by our 2020 Strategy enabled coherent and ambitious engagement, to a degree not previously achieved. However, we recognise that **the world around us has been transformed** and Ireland must respond with agility and renewed focus if we are to achieve a new level of ambition. The COVID-19 pandemic greatly impacted all aspects of global engagement for Ireland and the same applies to our partners in Asia Pacific and beyond. It disrupted our people-to-people, political and economic connections and caused significant damage to the global economy.
4. Russia's invasion of Ukraine, in blatant violation of the United Nations Charter, and its subsequent brutal war, have heightened global insecurity and undermined the global rules-based order, triggering rising costs, global inflation, and food insecurity. These effects are felt by many of our Asia Pacific partners. There is **increased competition and contestation** across the region. The multilateral, rules-based system that underpins international stability, co-operation and trade, and which is the cornerstone of Ireland's external engagement, is being challenged.



Denpasar Art Institute in Indonesia, students working with Irish mural artist Juliette Viodé © DFA

5. The importance of Asia and the Pacific to this evolving global landscape is well understood in Ireland and in the EU. Stability in this region is critical to global stability. This understanding is central to shaping Ireland's approach. **Geopolitical tensions**, whether arising from Russia's war in Ukraine, China-US friction, potential instability in the Taiwan Strait, the situation in Afghanistan, territorial disputes or the nuclear threat posed by North Korea, as well as emerging threats such as cyber, hybrid, mis-or disinformation and foreign interference, have the capacity to create headwinds and to trigger global crises with profound domestic impacts.
6. The Asia Pacific region generates **two thirds of global growth** and is home to the world's second and third largest economies. It dominates global maritime trade with 60% passing through the region and one third through the South China Sea alone. Ireland is deeply embedded in these global supply chains, and as an island country we are keenly aware of the importance of **connectivity**. Ireland is committed to promoting maritime governance, in particular by advocating for full adherence to the United Nations Convention on the Law of the Sea, as a means of building economic resilience and promoting regional stability.
7. Ireland's total trade in goods with the Asia Pacific region grew to €50.7 billion in 2022 with exports comprising €24.21bn. Two-way trade in services in 2021 was €70 billion, presenting a surplus in Ireland's favour of some €20 billion. The integrated approach central to this Strategy has been an important driver in delivering and exceeding our target of growing two-way trade with the region to €100 billion a full two years ahead of the planned date of 2025. Notwithstanding the continuing global economic uncertainties, the Asia Pacific region will continue to offer significant opportunities and value added for Irish business. **Growing our trade and investment ties** will further connect Ireland to the world's most dynamic region, contribute to efforts to diversify our markets and help support jobs and build resilience in our economy.
8. Asia Pacific partners are at the forefront of global innovation and will shape the direction of the **digital transition**. Thus they will be important partners as Ireland seeks a leadership role through our own digital transition, and to harness new technologies to drive the green and clean energy transitions.
9. Many of the countries in Asia Pacific are at the forefront of the **climate crisis** and find themselves particularly vulnerable to climate events, including sea level rise, extreme weather and resultant impacts on the environment, economic growth and human development. Many countries within the region are also central to global efforts to cut emissions and drive green growth.
10. Ireland's recent role as an elected member of the United Nations Security Council was a privileged opportunity for enhanced political contact with many Asia Pacific partners. Indeed, our long tradition of diplomatic **engagement at the United Nations** and our participation in **peacekeeping operations** remains critical in reinforcing our partnerships in the region.
11. Ireland's increased engagement in Asia Pacific will be driven by a strong focus on **partnerships** in the region that support Ireland's interests, values and principles.



Laem Chabang port in Thailand © anekoho

12. Ireland has benefited from fifty years of EU membership and this transformative experience underpins our support for **regional multilateralism** around the world. When measured as a group, the ten countries of ASEAN (the Association of Southeast Asian Nations) represent 640 million people and the fifth largest economy in the world, with a combined market of USD 3.3 trillion. We recognise ASEAN centrality as well as the growing importance of the Pacific, where the Pacific Islands Forum (PIF) is the primary regional organisation. The next phase of our Strategy implementation will include engagement with ASEAN, the Pacific Islands Forum and their members, through effective diplomacy and two-way exchange.

13. Our engagement as a member of the European Union will remain a critical pillar of our efforts, including in the context of our 2026 EU Presidency, amplifying Ireland's voice, values and interests in the region, and allowing us to bring scale to our work with partners. The EU Strategy for Cooperation in the Indo Pacific reflects the priority the EU places on the region and presents a range of opportunities for mutually beneficial engagement. In parallel, it provides Ireland with a framework within which we can contribute to growing the EU's role in the region and where our membership of the EU can deliver for Ireland.

14. We recognise that not all partners in the region align fully with our view of the world, our values, or our political system. We are, however, committed to **finding common ground** with partners where it is in our interest to do so. This engagement will continue to be informed by our values and principles, as it is in all parts of the world, as we work on global solutions to shared global challenges.

15. China's role in the world has transformed in the last decade. Its economic growth, its technological competitiveness, and its increased international engagement have augmented its global influence. Ireland has benefited significantly from economic and people-to-people engagement with China. These economic, political and cultural relationships

Ireland's presence in the region:



*Ireland House brings Irish diplomats and trade and tourism facilitation offices together under one roof

will remain a priority. Our engagement will be balanced with our work domestically and with EU partners to protect our values and promote our interests and by insistence on full respect for the rules-based international system with the United Nations Charter at its heart.

16. Ireland's engagement in the Asia Pacific region is underpinned by extraordinary people-to-people links. Our vibrant **diaspora communities**, from Singapore to Hong Kong SAR to Australia, are a transformational asset in our engagement, supporting the promotion of our culture, economic links, and values. Increasingly, Ireland's affinity diaspora communities are opening up new opportunities for Ireland and our partners in the region. We recognise that Irish communities in Asia Pacific faced significant challenges during the pandemic. This Strategy acknowledges their unique strengths and sets out our plans for closer engagement, building on the Government's commitment to support them.

17. This Strategy confirms the five strategic objectives of our work in Asia Pacific and sets **new milestones** which will deliver tangible benefits for Ireland, its people and our partners in the region.

Strategic Objectives

To deliver on the ambition of *Global Ireland*, and our vision for the region, the following five strategic objectives will be pursued:



1

Ireland will build long term, strategic relationships throughout the region, based on our principles, values and interests

Ireland is committed to deepening and strengthening relationships across Asia Pacific. The region encompasses countries with longstanding and close connections to Ireland, and others with which we have strengthened our links more recently. We will have a focus on deepening relationships with like-minded partners in pursuit of our shared interests and values. In parallel, we will continue to engage in respectful dialogue with partners which espouse different viewpoints, particularly on shared global challenges. As a small country, with the experience of conflict on our island, and having seen the benefits of collective action in addressing common challenges, we are firmly committed to the rules-based international order. This commitment provides a foundation for our engagement across the region.

We will:

- » Increase the frequency and intensity of **political contact** with Asia Pacific partners via a regular pattern of Ministerial and senior official travel to the region to deepen existing bilateral relationships and forge new linkages. This will be reinforced by engagement in regional and multilateral fora.
- » Facilitate inward **Ministerial and Head of State visits to Ireland**, in cooperation with Team Ireland partners.
- » Defend and strengthen the **rules-based international order** and support the multilateral system, with the UN at its core.
- » Deepen our work with Asia-Pacific partners at the **United Nations** and in regional/ sub-regional fora, including intensified consultations on UN General Assembly and Human Rights Council issues.
- » Support the strengthening of regional and global **human rights** frameworks. Priority will be placed on gender equality, strengthened governance, the protection of civil society space, the protection of Human Rights Defenders and their work, anti-discrimination, including the defence and promotion of the rights of LGBTQI+ people and our opposition to the death penalty.



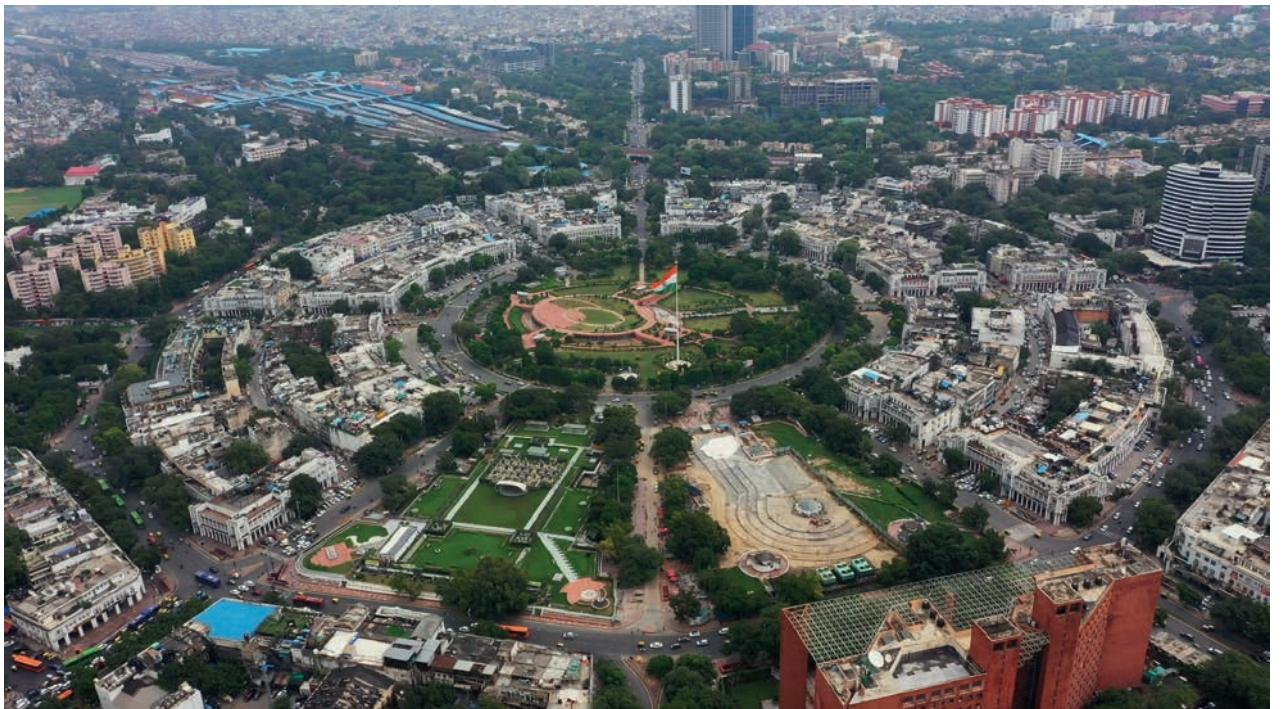
The then Taoiseach, Micheál Martin, at the EU-ASEAN Summit in 2022 © European Union



Singapore skyline at dusk © andreykr

- » We will work with partners in the region to advance the universality of the various **disarmament and non-proliferation Treaties and Conventions.**
- » Engage actively to define and shape EU engagement in the region, identify areas where Ireland can add value to the **EU Strategy for Cooperation in the Indo Pacific**, contribute to Team Europe Initiatives in the region, where appropriate, and promote Ireland as an interlocutor of choice between partners in the region and the EU.
- » Contribute to implementation of the Organisation of Economic Cooperation and Development's (**OECD**) *Indo Pacific Strategy*.
- » Integrate discussion of the digital, energy and green transitions into bilateral engagement.
- » Support the development and roll out of the EU's digital partnerships with Singapore, Japan and Korea, to drive cooperation on our digital future. Supporting these partnerships will enhance our future security and support our digital agenda.
- » Bilaterally, and as a member of the EU, we will discuss **global energy issues** with partners, including energy security and the clean energy transition, including related technologies.
- » We will amplify the voice of those countries most impacted by climate change, particularly Small Island Developing States (SIDS) and Least Developed Countries, including via our work on Loss and Damage. Ireland will support the EU's efforts to work with China, India and others in the region to reduce emissions.
- » Support the arbitration and peaceful resolution of disputes processes by strengthening our engagement and building on existing partnerships in multilateral fora.
- » Develop cooperation on **security issues**, at a bilateral and multilateral level, including on disarmament and non-proliferation, the implementation of the Women, Peace and Security (WPS) agenda, and shared experience of conflict resolution.

- » Support, where appropriate, initiatives to promote **capacity building and cooperation** between the EU and Asia Pacific partners in the areas of cybersecurity, cybercrime, health security, maritime security and crisis management.
- » Deepen cooperation with like-minded partners on **emerging threats** including cyberattacks, hybrid threats, artificial intelligence, foreign information manipulation and interference.
- » Collaborate with Asia Pacific troop and police contributing countries to improve the effectiveness of **peacekeeping operations**.
- » Drawing on our recent experience as a member of the UN Security Council, continue our engagement at the UN and as a member of the EU on Afghanistan, Democratic People's Republic of Korea and Myanmar.
- » Work collectively with EU member states and EU institutions, both on the ground and in key fora such as the Asia Europe Meeting (**ASEM**), the Asia Europe Foundation (**ASEF**) and the **EU-ASEAN dialogue**, in pursuit of shared objectives, including enhanced connectivity between Asia Pacific and Europe.
- » Deepen our political relationships with Japan, Republic of Korea, New Zealand and Australia and grow our links with likeminded partners in South East Asia.
- » In South East Asia, leverage new resources for Irish Embassies in **Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam** to enhance engagement with these partners individually and with **ASEAN**, including as a member of the EU and through provision of bilateral support to the OECD's Southeast Asia Regional Programme.
- » Implement the multi-faceted, cross-Government Ireland-Japan Joint Leaders' Statement with the aim of bringing relations to a new, elevated level. Political, economic and cultural cooperation will be prioritised, with delivery of Ireland House in Tokyo.
- » Deepen our strong relationship with the Republic of Korea, by increasing trade levels and building on cultural connections.



New Delhi business district, Rajiv Chowk © Footagebazaar

- » Build on strong community and historical ties with **Australia and New Zealand** to deepen political relations with these likeminded partners. Draw on the opportunities created by the recently agreed EU-New Zealand Free Trade Agreement (FTA) and the proposed EU-Australia FTA, under negotiation, to generate further trade and investment opportunities.
- » Develop our relationship with **China** based on a comprehensive analysis of Ireland's interests and values, a strengthening of our economic and systemic resilience and a focus on engaging with it as a key player on global issues, particularly climate change, global trade and investment and the multilateral system.
- » Leverage the success of the **Senior Officials Training programme with China** and explore a similar programme with India.
- » Deepen our strategic relationship with India across all strands of cooperation, including strengthened political contacts, a deeper trade and investment relationship. We support the conclusion of a comprehensive, ambitious EU India FTA.
- » Deliver on the Government's commitment to open an Embassy in **Pakistan** by 2025, in order to deepen bilateral relations and reinforce our understanding of regional dynamics.
- » Continue to deliver Ireland's policy for **international development, *A Better World***, which shapes our work with Asia Pacific partners, in implementing the 2030 Agenda for Sustainable Development, as well as the Paris Climate Agreement and the Global Biodiversity Framework.
- » Support the roll-out of a new Mission Strategy for **Vietnam, Cambodia and Laos** (2023-2027), including delivery of strong "furthest behind first" programmes in Vietnam and Cambodia. Maintain a focus on funding humanitarian mine action, nutrition, governance and human rights in all three countries and humanitarian assistance in Myanmar.
- » Intensify Ireland's political dialogue and engagement with the Pacific Islands Forum and its members across Melanesia, Micronesia and Polynesia, taking into account the Forum's ***Strategy for the Blue Pacific Continent 2050***, and Ireland's second **Strategy for Partnership with Small Island Developing States, 2023-2026**.
- » Further our efforts to help **Pacific Island countries** develop their resilience to climate change and natural disasters, including via the Ireland Trust Fund for SIDS at the Asian Development Bank (ADB).
- » Work with Pacific Island countries to develop ocean partnerships through Ireland's ***Our Shared Ocean*** programme for SIDS which facilitates research partnerships, capacity building and knowledge exchange between institutions in SIDS and their counterparts in Ireland on inclusive and sustainable blue economy and marine policy and ocean governance.
- » Continue to reinforce engagement with leading international financial institutions in the region, such as the Asian Development Bank and the Asian Infrastructure Investment Bank. Explore new partnerships to support their policy development and programme implementation, and to realise commercial opportunities.



The establishment of diplomatic relations between Ireland and the Cook Islands © DFA

2

Ireland will strengthen two-way economic partnerships with Asia Pacific

Ireland's 2022 – 2026 *Trade and Investment Strategy, Value for Ireland, Values for the World*, articulates how global trade is essential to Ireland's economic wellbeing and a key pillar underpinning not just job creation and economic growth, but the promotion of Ireland's values and standards. Ireland's comparative advantages, including our enterprise culture, our educated and skilled workforce, our membership of the EU Single Market and the Eurozone, and our technological innovation, align well with the growing needs of economies across the Asia Pacific region. Two-way trade and investment with this region is in our mutual interest.

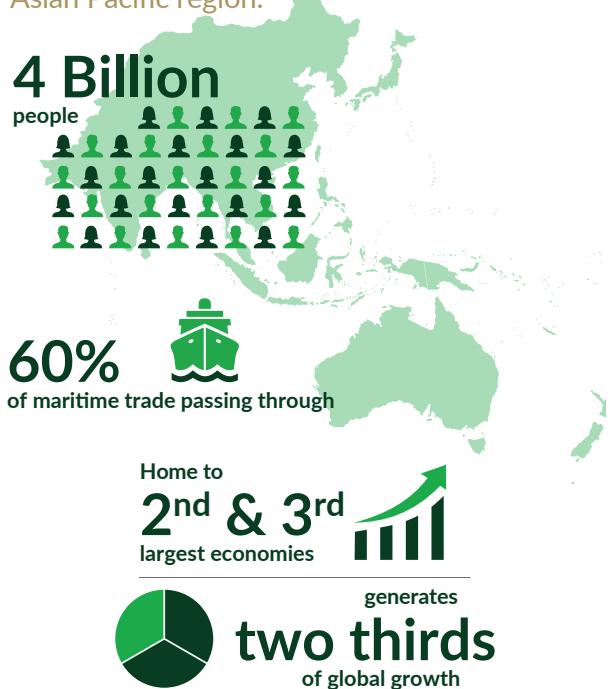
TRADE AND INVESTMENT

International trade and investment supports 1.3 million jobs in Ireland. Enterprise Ireland (EI) continues its support to Irish exporters targeting the region and currently over 600 EI client companies export to Asia Pacific. The region is also a target for foreign direct investment (FDI); and IDA Ireland retains a focus on attracting high value investment, in support of its objective to secure 800 new investments and 50,000 new jobs in Ireland in the period to 2026. When it comes to Irish dairy, meat, seafood and beverage industries, Bord Bia has identified priority markets in the Asia Pacific region.



Irish Company ICON discuss the expansion of their clinical research in Japan © DFA

Asian Pacific region:



We acknowledge that Irish companies face specific challenges in doing business with this region. Building business relationships is resource-intensive, requiring significant and sustained commitments of time, people, skills and money. The scale and diversity of markets, the distance from Europe and variations in business culture, language and administrative practices are factors for Irish companies seeking to succeed in the region. These challenges are being addressed by Team Ireland, which is also working to increase overall awareness of Ireland and its strengths and to support Irish businesses in developing secure and sustainable supply chains in the region.

Our membership of the EU provides a robust framework to strengthen our trade and economic relationships in Asia Pacific, including the Free Trade Agreements concluded with Republic of Korea, Vietnam, Singapore and New Zealand; those being negotiated with Australia, Indonesia and Thailand; and the Economic Partnership Agreement with Japan. Such agreements open up new markets and have helped Ireland achieve its €100bn objective in two-way trade with the region.

The *Ireland for Finance Strategy* identifies fintech and digital finance as a priority area and foresees support for Irish-owned fintech companies' growth in international markets.

In order to support jobs and increase our prosperity, we will:

- » Contribute to the overarching goal of the government's *Trade and Investment Strategy*, to see Ireland grow sustainably, diversify our export markets, to provide for continued prosperity and higher living standards. This includes work to strengthen Ireland's economic resilience and security.
- » Support a rules-based multilateral trading system centred on the World Trade Organisation.
- » Work as Team Ireland to increase the number of high-level visits to and from the region, to promote and strengthen bilateral economic relations.
- » Promote Ireland as a source of world class products and services in a range of sectors such as Fintech and Financial Services, Education, Digital Technologies including AI, Food and Drink, Agritech, Sustainability, Engineering, Healthcare, and Hightech Construction.
- » Avail of the trade and investment opportunities related to the Green Transition.
- » Build on Irish fintech exports to the region and harness the opportunity presented by China, India and other Asian financial markets. Engage on the issue of sustainable finance, including high-level presence, where possible, at leading financial services events.
- » Drive significant growth in project investments from non-US markets in the period 2018-2024, with the IDA accelerating its diversification of source markets.
- » Highlight Ireland's business, innovation and research landscape as a key factor of attractiveness to investors in Asia Pacific, alongside the quality and sustainability of Ireland's food production system.
- » Leverage Enterprise Ireland's expanded presence in the region which includes China, India, Australia, New Zealand, Japan, Republic of Korea, and South East Asia markets.
- » Promote to Irish businesses the opportunities offered by existing and emerging EU free trade agreements with Asia Pacific partners.

- » Increase air and maritime connectivity with Asia Pacific and engage with the European Commission on any plans to negotiate further external aviation agreements.
- » Cooperate with Singapore and New Zealand in the framework of the Small Advanced Economies Initiative.
- » In line with Ireland's published Treaty Policy Statement, we will support the expansion of the 12 comprehensive Double Taxation Agreements (DTAs) currently in place in the region.
- » Leverage business fora, including the Asia Pacific Ireland Business Forum and EU Chambers of Commerce, and support the development and work of Irish business networks and chambers of commerce, to strengthen our profile and engagement across the region.
- » Leverage existing Local Market Teams, bringing together the State Agencies with Ireland's diplomatic missions in the region, and new Regional Market Teams in South East Asia and in Australia and New Zealand to maximise Team Ireland resources in the region.



Promotion of Irish oat products in Korea © DFA

AGRICULTURE AND FOOD

Ireland will maximise all opportunities to market our world-class agri-food produce, by adopting a Team Ireland approach. Our efforts will be enhanced by our reputation for high food safety, traceability and sustainability standards. As a small, open economy, Ireland supports trade liberalisation and recognises the benefits of trade agreements with third countries while maintaining a careful balance with our strategic interests.

Via our [Food Vision 2030 Strategy](#), Ireland is transforming to an integrated food systems approach, seeking to become a global leader of innovation for sustainable food and agriculture systems.

Specifically, we will:

- » More than double the value of Bord Bia client food and drink exports to Asia Pacific to €3 billion by 2025.
- » Progress market access applications with priority countries in the region.
- » Profile Ireland's safe and sustainable food offering and support relationships between our exporters and their counterpart importers.
- » Increase market share, build market understanding and generate opportunities for Irish exporters via regular Ministerial trade missions to the region.



Team Ireland at China International Fair for Trade in Services, 2021
© DFA

- » Expand the Bord Bia Fellowship, Origin Green Ambassador and Global Graduate programmes in China, Singapore, Japan, Vietnam and Australia and possibly to other countries in the region.
- » Harness the agri-food export opportunities emanating from the EU Free Trade Agreements with Asia Pacific countries.
- » Work with our EU partners to address the urgent threat of climate change through the inclusion of language on Trade and Sustainable Development in trade negotiations and agreements.
- » Advocate for the removal of technical market access barriers across a range of third country markets.
- » Consolidate the Ireland-New Zealand Agriculture Policy Dialogues and the resulting joint initiatives, in particular the Joint Research calls, where both countries are investigating Agriculture and Greenhouse Gas Emissions.
- » Work closely with governments in the region to secure beef access in the Republic of Korea and Vietnam. Support exporters seeking to capitalise on the access secured to beef markets in China, Japan, the Philippines, Singapore and Thailand; as well as pig meat access in Japan, Philippines, Malaysia, Singapore and Vietnam; sheep meat in China and seafood access in the Republic of Korea.
- » Further explore opportunities presented by the EU-Japan Economic Partnership Agreement, which is bringing about a phased reduction of Japan's tariffs on agricultural products, including cheese, beef and pork.
- » Build on the successful experience of Agriculture Attachés appointed in Tokyo, Beijing and Seoul by considering the appointment of an Attaché to cover the South East Asia region.
- » Support Bord Bia's applications to assume a leading role in the delivery of EU agri-food promotional campaigns in priority markets, for key strategic sectors.
- » Continue the partnership between Sustainable Food Systems Ireland and Irish Aid to deliver projects that support Vietnam's food system transformation journey.

EDUCATION, RESEARCH AND INNOVATION

Many Asia Pacific countries are at the forefront of global innovation and design, driving economic growth and developing technology solutions for the challenges of today and tomorrow. Ireland has world class strengths in education, research and innovation. Our forthcoming *International Education Research and Innovation Strategy* on these topics will enhance our governmental, institutional and people-to-people relations in Asia Pacific. The scale and diversity of countries in this region ensures that it will continue to be a priority for Education in Ireland as well as our Research and Innovation communities. Our interest in attracting inward students and researchers will be balanced with an outward focus.

Specifically, we will:

- » Increase the number of academic and industry research collaborations with the region and build on existing partnerships to improve two-way academic mobility between Ireland and Asia Pacific partners. Reinforce Ireland's standing as a top-class research-performing nation.
- » Encourage joint research and innovation projects under the Horizon Europe funding instrument, with its budget of €95.5 billion for the period 2021-2027.
- » Work with Higher Education Institutions to develop enhanced data on international alumni, mapping their location to support the development of new and existing alumni networks in the region.



Sydney Opera House illuminated for St Patrick's Day © Fiora Sacco



Cliffs of Moher, Ireland © Cristi

- » Increase the number of Government of Ireland scholarships available and work to increase promotion and visibility of this scheme across the region.
- » Build on the progress to date of the provision of Asia Pacific languages taught in Irish schools (Japanese, Korean and Mandarin Chinese).
- » Ensure close cooperation between Embassies in the region, Education in Ireland and other Team Ireland partners, as this is crucial to meeting our agreed goals.
- » Foster and support **cooperation in education and research** between Irish Higher Education Institutes with universities in the region in order to build mutual capacity and encourage sustainable partnerships focused on research and innovation.
- » Assist countries from the Asia Pacific region to build their capacity and address their education challenges by relaunching the relevant Joint Working Group as a platform to share policy information and expertise and by facilitating delegations of inward study visits from the region.
- » Ensure that visa policy continues to support Government priorities on international education, research and innovation.

TOURISM

Tourism Ireland's new *Corporate Plan 2023 – 2025* will frame engagement for the period ahead, supplemented by broader Team Ireland visibility efforts in the region. In 2022, the world's first bloc-to-bloc air transport agreement was signed between the EU and the Association of Southeast Asian Nations Member States. This represents an initial, vital step in opening up these markets and Ireland has completed the domestic procedures necessary to ratify this agreement.

To take forward Ireland's interests in the area of Tourism, we will:

- » Support Tourism Ireland's Global Business Development Team which manages opportunities across Asia Pacific.
- » Work with Team Ireland representatives across the region to maximise tourism opportunities, in line with Tourism Ireland's Corporate Plan 2023 – 2025.
- » Work closely with Tourism Ireland in Australia and New Zealand as they implement their comprehensive program of activities in these markets.
- » Work closely with daa (www.daa.ie) and other stakeholders to promote the development of new and existing air services between Ireland and the Asia Pacific region.



Ireland's Footprint in the Asia Pacific Region

- Embassies
- Embassies by 2025
- Consulates
- IDA Ireland Locations
- Enterprise Ireland Locations
- Bord Bia Locations
- Tourism Ireland Locations



3

Ireland will deepen engagement with our citizens and diaspora communities

OUR CITIZENS AND DIASPORA

Ireland's Diaspora Strategy 2020-2025 underpins our engagement with Irish communities in Asia Pacific, including the development of links with affinity diaspora, reverse diaspora and intergenerational outreach in the region.

We provide emigrant support funding for organisations providing vital support services to Irish communities across the Asia Pacific region. Our programmes also enable a range of sports, cultural, community and business networking activities. We will work with Irish Embassies to identify new opportunities to develop links with the Irish diaspora, including targeted funding, where appropriate. We will also continue to engage with affinity diaspora – those who share an interest and commitment to Ireland – and with reverse diaspora, who have lived, worked or studied in Ireland and returned to their home countries. These communities represent a valued bridge between Ireland and the region.

As well as supporting the Irish diaspora abroad, we also support initiatives aimed at ensuring that returning emigrants have the best information and advice available, as well as at fostering entrepreneurship among returned emigrants through the “Back for Business” programme.

In line with the Department of Foreign Affairs’ *Consular Strategy*, our network of Embassies and Consulates General in the Asia Pacific region, as well as our Honorary Consuls, will continue to provide consular assistance to citizens in difficulty or distress. Accordingly, we will continue to invest in our crisis planning and crisis response capabilities so that we are ready to respond rapidly and at scale should there be a large-scale incident.



Women's Gaelic football team at the Asian Gaelic Games 2022 in Kuala Lumpur © Orang Éire

We will:

- » Support our citizens at home and abroad, including delivery of a first class Passport Service and Consular Service. Implement a structured approach to consular crisis planning to ensure we have the capability to respond quickly and at scale to crises in the region.
- » Work to ensure that the most vulnerable of our overseas communities are supported in line with [Global Ireland, Ireland's Diaspora Strategy 2020-2025](#).
- » Increase our support for voluntary, community, academic, cultural, sporting, business and other Irish organisations throughout Asia Pacific, via the Emigrant Support Programme, the Strategic Diaspora Fund and partnerships with the GAA, Comhaltas Ceoltóiri Éireann.
- » Strengthen support to, and engagement with long-standing and more recently-arrived communities in Australia and New Zealand including increased funding from diaspora programmes. Pilot the development of Irish professional networks in specific sectors. These networks should seek to foster and maintain links with regulatory or professional bodies in Ireland. The lessons learned from these pilot activities will be shared across the region, to support the development of other networks.
- » **Leverage connections** provided through our Global Irish diaspora, including the affinity diaspora and reverse diaspora, to enhance political, economic and cultural cooperation.
- » Scale up promotion of the **working holiday agreements** with Australia, China (Hong Kong SAR and Taiwan), Japan, New Zealand and the Republic of Korea, with a view to expanding them, where appropriate.



Sydney Pride 2023, Irish Consulate team with Lord Mayor of Sydney
© Sydney Queer Irish

- » Partner with and support the promotion of **Gaelic sports** across the region and the annual Asian Gaelic Games tournament.
- » Examine the scope for a **regional approach** to engagement with the affinity diaspora, with South East Asia as a pilot.
- » Promote the development of **alumni associations** for graduates from Irish universities who have returned home to the region with the aim of fostering ongoing links between these professionals and Ireland.
- » Continue the roll out of **digital Passport services** for Irish citizens in the region, via the expansion of Passport Online. This is now available for renewal applications worldwide and for first time applicants in over fifty countries and territories, including Australia, Japan, New Zealand, Singapore, China, Hong Kong SAR, Macao SAR, Thailand and Myanmar.



Christmas afternoon tea for the Irish community, hosted by Embassy Wellington © DFA

4

Ireland will share our culture and dramatically increase its visibility in the Asia Pacific region

The first iteration of this Strategy recognised the challenge of Ireland's low visibility in much of Asia Pacific. Since then, we have increased awareness of Ireland, by stepping up our engagement and developing partnerships across the region, as well as delivering for our partners in multilateral fora. In a region where strong personal relationships are a critical starting point for successful long-term partnerships, we must continue to invest in these, including at the highest political levels.

We will continue to facilitate greater people-to-people exchanges, including through education, tourism and sport, to double our impact internationally, as set out in the *Global Ireland* framework, to establish Ireland as a trusted partner in this region by 2025.

At home in Ireland, it is critical to enhance understanding of Asia Pacific and develop greater coherence in our approach, both within Government and throughout the private sector and broader civil society.

We have already expanded our capacity to analyse, contextualise and anticipate developments in this diverse region, through enhanced reporting from our mission network and Team Ireland partners. We will work to deepen our understanding of the region and how Ireland is perceived. Central to this will be the effective leveraging of existing knowledge in Ireland, while encouraging and supporting people to study and work in the region.



Laksmi DeNeefe Suardana at Bloomsday 2022 in Jakarta
© Michael Hegarty



The work of Irish artist Sasha Sykes exhibited in Mumbai, February 2023 © DFA

Specifically, we will:

- » Showcase Ireland as a modern, diverse, inclusive, creative, innovative country at major business, sporting and cultural events across Asia Pacific, and develop a portfolio of international events at which to build our profile.
- » Deliver a series of events to mark the opening of Ireland House Tokyo, highlighting the close links between our two countries.
- » Leverage Ireland's presence at EXPO Osaka in 2025, to showcase the very best of Ireland, via a Team Ireland approach.
- » Drawing on perception or "baseline" studies we will deepen our understanding of the region and how Ireland is perceived. We will deliver a tailored regional communications programme to promote a joined up message about Ireland as a great place to visit, trade with, invest in and to study, based also on the *Global Ireland Reputation Strategy and Communications Framework* to be launched in October 2023.
- » Implement a "digital first" strategy centred on Ireland.ie, developing it as a Digital Ireland House with content in languages tailored to the region. *Ireland.ie* will host a new bank of high quality digital assets for Missions in the region.
- » Increase the content produced in local languages and promote language training across the Department of Foreign Affairs and the wider Government network.
- » Support the development of Irish language courses in third level institutions in the region.
- » Deliver programmes of public diplomacy and cultural events, for example to mark milestones in diplomatic relations with our partner countries.
- » Seek to share the lessons of our experience of engagement with our diaspora.
- » Reflecting its added value in boosting Ireland's visibility, scale up the 'Asia Pacific Regional Fund', used by Embassies and consulates for public diplomacy initiatives.



Irish Dancing at the I Love Ireland Festival, Tokyo, 2023 © DFA



Team Ireland at the 2022 Winter Olympics in Beijing © Olympic Federation of Ireland

SHARING OUR CULTURE

In a region with a rich, diverse cultural offering, Irish culture is a powerful tool which enables us to realise many other opportunities. Recognition and appreciation of our ancient culture and its modern expression by those in the Asia Pacific region can help to develop our mutual understanding in a contemporary context.

We will:

- » Work closely with cultural agencies and our broader network in Asia Pacific to expand and deepen the experience and appreciation of Irish arts among new audiences, including young people.
- » Augment our outreach by appointing specialist cultural officers to our Embassies in Singapore and Tokyo by 2025, in addition to the existing Embassy Beijing post, with other posts in the region to be explored in due course.
- » Rebuild live arts touring on a sustainable basis to South Asia, South East Asia, Northeast Asia and Oceania.
- » Leverage St Patrick's Day, and associated Ministerial visits, as a unique opportunity to increase awareness of Ireland and our history, culture and values across our network of Missions abroad, and to celebrate our bonds with the global Irish family, our diaspora of over 70 million.
- » Promote and support Irish culture, heritage and values, via celebrations of St Brigid's Day, Bloomsday and Samhain/Halloween, including use of innovative technologies and virtual, in-person and blended events where appropriate.
- » Participate actively in EU-led platforms, including the EU National Institutes for Culture (EUNIC), to promote cultural and public diplomacy initiatives in the region.
- » Promote the expansion of Irish Studies including the Irish language in the region through structured co-operation between higher educational, cultural and other institutions.
- » Support the translation of Irish literary and cultural works, including those in the Irish language, into the languages of the Asia Pacific region.
- » Support expansion of Ireland's audio-visual co-production networks in the region, including increased opportunities for Irish producers of film, television and animation.

5

Ireland will reinforce our collaborative Team Ireland approach throughout the region

A strong Team Ireland approach is vital to achieve our goals in the Asia Pacific region. To achieve this, we will prioritise interdepartmental and interagency collaboration, both in Ireland and overseas. We will cooperate with other stakeholders who can contribute to the success of this Strategy, including civil society, academia and the private sector.

Acknowledging the commitments laid out in the original Strategy, we have already invested in our presence both at home and in the region. As part of the Government's [Trade and Investment Strategy](#), the Department of Foreign Affairs and the Department for Enterprise, Trade and Employment have worked closely with State Agencies to establish a Headquarters Local Market Team. This will generate new opportunities for collaboration and support colleagues in the region.

Over the remaining years of this Strategy and beyond, we will work closely with our stakeholders across the Team Ireland network to realise the opportunities presented by the Asia Pacific region. Supported by the Stakeholder Working Group, we will continue to monitor progress on the five high level goals, and share best practice on how best to achieve them.



Team Ireland at the new Ireland House, Shanghai © DFA



Samuel Beckett Bridge, Dublin © kbbeggs

Specifically, we will:

- » Enhance the Asia Pacific Stakeholder Working Group, comprised of Government Departments and State Agencies in Ireland, to support implementation of this Strategy, through the establishment of thematic sub-groups and the participation of external participants, academia, civil society and private sector where appropriate.
- » Ensure a coherent Team Ireland approach to ensure delivery of commitments in the [Trade and Investment Strategy](#) which will see Ireland grow sustainably, diversify our export markets, and provide for continued prosperity and higher living standards.
- » Capitalise on the newly created Regional Market Team in Australia/New Zealand to explore opportunities to enhance strategic engagement presented by the EU-New Zealand FTA, and the EU-Australia FTA which is currently under negotiation.
- » Work with Team Ireland partners to deliver successful high level visits to and from the region to build and strengthen key relationships.
- » Use the new South East Asia Regional Market Team to map Team Ireland activities across the South East Asia region.
- » Deliver on a commitment in Ireland's *Diaspora Strategy* to support sector-specific networks among research, development and innovation related communities.
- » Work with the regional business networks across the region to promote further collaboration and innovation.
- » Deepen opportunities for Team Ireland local staff in the region by facilitating information exchange and cooperation as well as access to training on a regional level.
- » Build on the successful rollout of the 'Ireland House' integrated model in Mumbai, Shanghai and Singapore and deliver a flagship Ireland House in Tokyo.

Ireland House



"Ireland House is an integrated co-location model that bring diplomats and trade facilitation and tourism agencies together under one roof, working as Team Ireland in support of Ireland's interests."

- » Continue to support our Team Ireland presence in China, ensuring appropriate resourcing to meet our objectives.
- » Deliver on the Government's commitment to open a new Embassy in Islamabad by 2025.
- » Augment our presence in Australia.
- » Consider options to enhance our engagement with the Pacific.
- » Develop added value from the appointments of new Honorary Consuls of Ireland in Dhaka, Bangladesh and Chang Mai, Thailand, and examine options for additional appointments, including in Osaka, Japan and in Cebu, in the Philippines.
- » Maximise the opportunities presented by the creation of a South East Asia regional Garda Liaison Officer based in Embassy Bangkok.
- » Develop further opportunities to increase institutional understanding of the region across the whole-of-government including an annual lecture on Asia Pacific.



Saint Patrick's Day reception in New Delhi © DFA

Annexe 1:

Related Policy Strategies

- » [Programme for Government: Our Shared Future](#)
- » [Global Ireland – Ireland's Global Footprint to 2025](#)
- » [Department of Foreign Affairs Statement of Strategy 2023-2025](#)
- » [The Global Island: Ireland's Foreign Policy for a Changing World](#)
- » [Global Ireland, Ireland's Diaspora Strategy 2020-2025](#)
- » [A Better World: Ireland's Policy for International Development](#)
- » Ireland's second Strategy for Partnership with Small Island Developing States, 2023-2026
- » [Trade and Investment Strategy 2022-2026](#)
- » [International Financial Services Strategy 2025 - Ireland for Finance](#)
- » [Leading in a changing world Strategy 2022-2024](#)
- » Department of Further and Higher Education Research, Innovation and Science Statement of Strategy
- » [Climate Action Plan 2023](#)
- » [Food Vision 2030 Strategy](#)
- » [Harnessing Digital – The Digital Ireland Framework](#)



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