

IRELAND NORTH WEST



DERRY - REGIONAL CITY

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Local Authorities of Derry City Council, Donegal County Council, Strabane District Council, Coleraine Borough Council, Limavady Borough Council and Magherafelt District Council are working together to develop the economy of the North West Region.

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Londonderry, or Derry as it is also known, is the Regional City for *Ireland North West*, a cross-border region with a population of over 300,000 people. At the heart of *Ireland North West* is a fast developing technology corridor stretching from Letterkenny in County Donegal to Coleraine in County Derry. As the second largest city in Northern Ireland and the fourth largest on the island of Ireland, Derry is the hub of this corridor.

Founded as a monastic settlement in 546 AD and re-built by investors from the City of London in the 1600s, Derry was established by Scottish and Irish industrialists in the 1800s as a world leading centre of shirt making. Today Derry is home to a new kind of entrepreneurial spirit, one that is synergising local skills with global imagination.



HIGH QUALITY WORKFORCE

One fundamental reason why so many international companies have established in Derry is the high standard of skill and education that characterises its youthful workforce. Northern Ireland's education system is widely accepted as the best in the United Kingdom, not only because it fosters academic excellence but also for the emphasis it places on sound vocational training. Local educational establishments such as the **North West Institute of Further and Higher Education** and the **University of Ulster at Magee** pride themselves in giving their students a head start in the employment market by tailoring their programmes to the specific needs of companies.

"One of the most important factors in the success of Seagate in the North West has been the calibre of people the Company has been able to employ. Their education and skill levels, together with their positive attitude, have allowed us to successfully execute some of today's most challenging process technologies. We now employ over 1,000 people at our Springtown facility, and are manufacturing more than half of Seagate's total requirement for read-write heads."

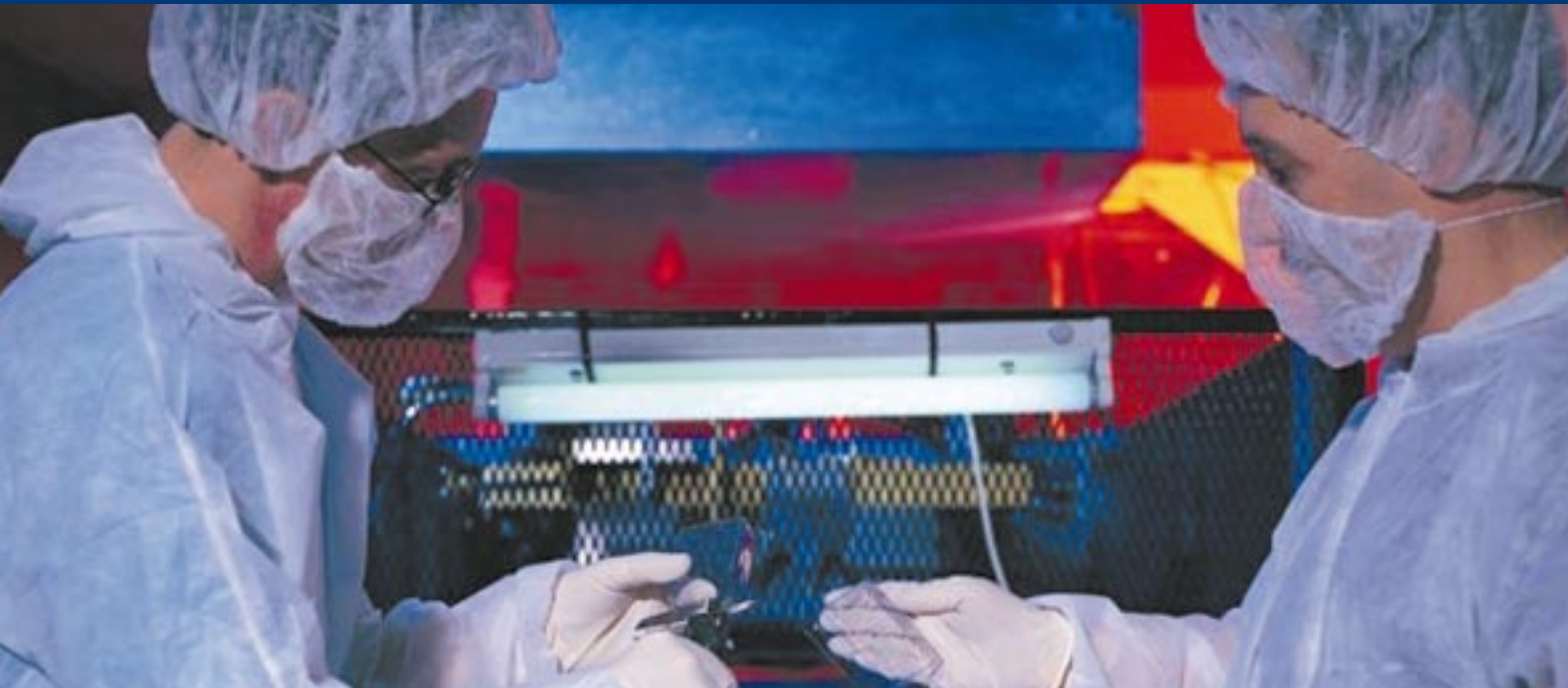
John Spangler, Managing Director, Seagate Springtown Facility



Derry has a diverse, broad-based economy fuelled by strong industrial heritage and by grass-roots entrepreneurial flair. A prime characteristic of this proud City is its resilient self-help ethos which ensures that Derry people make, rather than wait for, opportunities. The City has enjoyed an additional benefit since the 1960s - sustained investment by a series of prestigious international corporations. This has contributed to an employment growth rate which has outstripped the performance of all other regions in the United Kingdom during the last decade.

"As a fully integrated part of Bemis, Perfecseal is synergising local skill with global expertise and business imagination. From this expanded position of strength Perfecseal is propelling itself forward into new markets whilst increasing the rate of its product innovation and customer satisfaction."

Keith McCracken, General Manager, Perfecseal



Something of the City's broad industrial base can be illustrated by this sample of local companies:

- **Desmonds** is Northern Ireland's largest privately owned company and engages in international garment manufacturing and sourcing. From its headquarters in Derry, Desmonds currently provides employment for more than 5,000 people worldwide. "The ZIP Project", a recent joint venture with UK retail giant, Marks & Spencer, creates for the first time a fully integrated design, supply and retail operation for childrenswear.
- **E&I Engineering** with over 100 employees in Derry, Donegal and London is representative of a range of design-led engineering firms which supply major corporations locally and worldwide. Projects undertaken by E&I Engineering include Canary Wharf in London and the British Embassy in Moscow.
- **St. Brendan's Irish Cream Liqueur Ltd** is a subsidiary of the Kerry Group, a major foods corporation. Its combination of fresh dairy cream and Irish whiskey is exported to over 30 countries across Europe.
- **Singularity**, typical of a growing cluster of ICT companies in the North West, provides high quality software products and services. From its headquarters in Derry, Singularity employs 70 staff and has a presence in Belfast and London.
- The City has a growing creative industry cluster exemplified by **Westway Film Production** whose latest film for a National Broadcasting company Channel Four has won a Royal Television Society Award and has recently been nominated for a BAFTA award.
- Supporting the development of creative industries is the **Nerve Centre**, one of the most dynamic and innovative multimedia centres in Britain and Ireland. It received an Oscar nomination for its film "Dance Lexie Dance".

Augmenting the City's indigenous industrial base is a cluster of US and European investors:

- DuPont (US)
- Stream International (US)
- Seagate Technology (US)
- Perfecseal, Bemis (US)
- NTL (US)
- Arntz Belting (Germany)
- Raytheon (US)
- Northbrook Technologies (US)
- Invision Software (Germany)
- Fruit of the Loom (US)



North West companies have forged strong research partnerships with the University of Ulster, the North West Institute of Further and Higher Education and Queen's University, Belfast ensuring that their businesses remain at the cutting edge of technological innovation. In addition, international corporations such as DuPont and Seagate have made substantial investments in their own research and development facilities, with the result that Derry operations play an important role in shaping the global plans of these companies.

"Derry is an ideal location for us because of the availability of software graduates from the Magee campus and the university's overall commitment to working with local companies on leading edge technologies. The University of Ulster Science and Technology Park facilities have proved an excellent start-up site for our business".

Ms Claire Colhoun, CEO, 8Over8

Magee is the fastest growing campus of the University of Ulster. From modest beginnings, it now houses over 3,500 students and almost 500 staff and continued expansion is planned. The campus accommodates a number of successful research groups including informatics, electronic and software engineering, multimedia, and intelligent systems all of which are backed up with equally strong business and management specialisms and law. The campus also houses the Academy for Irish Cultural Heritages, the Institute for Ulster-Scots Studies, Nursing Studies, Psychology and the Social Sciences including Social Policy and Social Work. The Magee Campus provides a number of mechanisms to help companies in the North West access research and development:

The Teaching Company Scheme is one of the University of Ulster's most innovative vehicles for transferring technology to industry, providing companies with on-site resources and a gateway to draw in expertise from across the faculties of the University and those of partner institutions including Queen's University Belfast.

The Technology and Software Incubator Centre at the Magee campus offers a supportive environment for small start-up software businesses.

The Magee Science Research Park provides space for larger growth companies. The major theme of the Park is software development and advanced information technologies.

The Claremont International Business Centre offers international companies flexible office accommodation in an attractive refurbished church, coupled with business development support to allow them to test European markets.



The City's dramatic location on the banks of the River Foyle is a feature which immediately impresses itself upon the first-time visitor, as does the architectural heritage of what is today the only completely Walled City in Ireland. Ironically perhaps for a city with such a conspicuous historical pedigree, Derry is also known for being a youthful City with an exuberant cultural life. As the Nobel laureate, Seamus Heaney put it:

"Derry is a place of terrific energy and creativity, of quick witted speech and merry intelligence".

Set in an area of outstanding natural beauty, the City is within easy reach of both the mystical Giant's Causeway and the pristine charms of Donegal's Atlantic Coast.

"I think I can say on behalf of everyone here, which includes transferees who come from all parts of the world, that they find it an excellent place to live. The lifestyle is good; the quality of life is high. The sport and outdoor activities are particularly fine".

Pat Carroll, Managing Director, DuPont (UK) Ltd



In a technological age where distance is nothing more than the space which separates the hand from the computer keyboard, Derry has turned its geographical location to its advantage and become a bridge linking the world's two largest markets - North America and the European Union.

"The Logistics and Distribution function is based within our Head Office at Drumahoe, housing a 200,000 sq foot warehouse, managing over half a million garments every week. Globally we receive containers from Turkey, Bangladesh, Sri Lanka and Northern Ireland. Garments are unloaded, checked and stored ready for despatch. Orders from our customer Marks & Spencer plc are received via an Electronic Data Interchange and are compiled using hand-held Radio Frequency Scanners thus ensuring that accuracy of despatch is achieved. Completed orders are despatched on dedicated trailers to 14 Distribution Centres in mainland UK and from there to each of the 370 M&S stores."

Tom Mc Corkell, General Manager, Desmonds

Derry is serviced by a well-developed air, rail, sea and road transportation infrastructure offering rapid access throughout the European Union market. The City of Derry Airport provides scheduled flights to London, Glasgow, Dublin and Manchester. Derry is serviced by a direct rail line to Belfast and through to Dublin. Londonderry Port at Lisahally is the United Kingdom's most westerly port and has capacity for 30,000 ton vessels.

Strategically located on Ireland's main road transport corridors, Derry is directly linked to both Belfast (73 miles) and Dublin (140 miles). Major investment in fibre optic cabling by British Telecom has provided Northern Ireland with a world-class telecommunications system enabling high quality links worldwide. NTL has also invested extensively in cable service provision in the Derry area.

