



IRELAND FOR INSURANCE

In partnership with





CEO FOREWORD

Ireland has developed into one of the few world leading international insurance and reinsurance centres, employing approximately 28,000 people and providing vital services for economic activity both in Ireland and internationally.

Half of the top 20 insurance companies globally have a presence in Ireland and half of the world's largest reinsurance companies include Dublin operations within their groups. These companies are divided between those selling insurance internationally from Ireland and within Ireland.

Ireland's established presence as a global hub for the international insurance industry is due to a combination of factors including our young, talented, well educated, and highly adaptable workforce. It is complemented by our membership of the EU, our internationally competitive and EU and OECD-compliant 12.5% rate of corporation tax, the strongly pro-business environment with a stable legal framework and high quality state supports for new investments and innovation.

More than 50% of the world's leading financial services companies have a presence here. In this document you will read about the experience of setting up and operating in Ireland as told to us by some of our diverse member companies. These insights demonstrate the compelling reasons for any insurance company not yet here to strongly consider a move to Ireland.



Kevin Thompson
CEO
Insurance Ireland





210,000

PEOPLE EMPLOYED IN
INTERNATIONAL COMPANIES

430

COMPANIES IN THE INTERNATIONAL
FINANCIAL SERVICES SECTOR
EMPLOYING

40,000

PEOPLE

A GREAT PLACE FOR INSURANCE BUSINESSES

The international financial services firms based in Ireland, be it in the capital city of Dublin, or in leading regional cities such as Cork, Limerick, and Galway, do business with every major economy in the world.

Ireland is the fourth-largest provider of wholesale financial services in the European Union, with insurance alone, directly and indirectly, employing approximately 28,000 people.

Ireland's success as a base for these companies is the result of:

- > Years of pro-enterprise policies of successive Irish governments
- > The country's remarkably skilled and flexible workforce
- > Its harmonious 45-year-old membership of the EU
- > Ireland's status as the only English-speaking state in the eurozone
- > The EU & OECD-compliant 12.5% corporation tax rate

Insurance companies choosing to do business in Ireland join a significant base of international insurance companies already located here. Newcomers have at their disposal an array of world-class professional services firms in banking, law, and accountancy. Supporting the private sector is a robust public policy-making framework and attentive cooperation on behalf of state agencies like the Industrial Development Authority of Ireland (IDA Ireland).

IDA Ireland, the Government's Foreign Direct Investment (FDI) agency, offers a range of supports to international newcomers — from R&D and capital grants to advisory support — in its work to create and maintain a pro-business environment.

The Irish government prioritised specialised international financial services in a dedicated strategy adopted in 2015, the IFS2020 strategy, which will be succeeded by a new plan up to 2025.

This emphasis on financial services is a key part of the national economic and jobs strategy and articulates the desire for increased public-private engagement. IFS2020 seeks to establish Ireland as “the global location of choice for specialist financial services, building on our strengths in talent, technology, innovation and client service, while focusing on new opportunities in a changing marketplace and embracing the highest standards of governance.” Building on the success of IFS2020, insurers and the wider financial services sector are working with government on moving Ireland up the value chain through the successor strategy IFS2025.



Ireland's geographic location offers a host of unique advantages to inward investors. The most westerly state in the eurozone, its globally connected economy makes it an ideal base for companies accessing or seeking to access the EU, US, UK, and EMEA markets. This is particularly important in a post-Brexit environment.

The resilient Irish economy plays an important part. Having recovered from a dramatic and debilitating recession, Ireland has been the eurozone's fastest growing economy from 2014-2017 with an unemployment rate of under 6% in 2018.

Ireland has attracted numerous insurers and reinsurers due to a low-cost base and a high quality regulatory environment. Of course, it is not the only sector to seek the country out and establish bases in it. Good minds think alike, and Ireland is today home to:

- > **17 of the top 25 financial services companies**
- > **The entire top 10 of the world's born-on-the-internet companies**
- > **13 of the top 15 medtech companies**
- > **Nine of the top 10 pharmaceutical companies**
- > **Nine of the top 10 software companies**

In 2017, IBM named Ireland the best country in the world for attracting high-value foreign direct investments — beating Denmark, Hong Kong, the Netherlands, Singapore, Switzerland, and others — for the sixth year running.

IDA Ireland has enjoyed a steady flow of investment into Ireland in recent years, and according to IDA chief executive Martin Shanahan the strong net job creation “shows the resilience of the Irish offering where investors continue to value talent, track record, and a stable regulatory environment”.

Ireland's main cities, including Dublin, Cork, Limerick and Galway, are well connected and are frequently ranked among the best cities in the world in which to live, work, and learn.

A SUPPORTIVE LEGAL AND FINANCIAL ENVIRONMENT

Since the UK made the decision to exit the European Union in 2016, Ireland has come into sharper focus as a potential destination for arms of international financial services firms.

Executives routinely use words like “logical fit” and “certainty of service to clients and brokers” when discussing new Irish operations, encouraged by the consistency of the corporate legal framework and its secure relationship with EU regulation and directives.

The requirements of the insurance industry under the European Solvency II directive have led to moves to consolidate insurance groups into a single location in the EU. According to IDA Ireland: “Ireland is recognised as one of the best locations for these new headquarters operations, and indeed for all internationally focused insurance businesses.”

Ireland holds an “A” grade from all of the major credit ratings agencies.

A DEPENDABLE REGULATORY FRAMEWORK

Ireland’s sophisticated financial services sector is regulated by the Central Bank of Ireland, which covers life and general insurance, credit institutions, investment intermediaries, stockbrokers, financial exchanges, collective investment schemes, funds, investor compensation and related consumer issues. Products and services only need be regulated once — there is no requirement for further regulation in the markets being sold into.

Ireland is a member of the Single European Payments Area (SEPA), the system covering 34 countries which allows more than 500 million citizens and over 20 million businesses and public authorities to make and receive payments in euro under the same basic conditions, rights and obligations, regardless of their location.

At a time of global political and economic uncertainty, Ireland is also party to a range of bilateral investment conventions and a member of the Multilateral Investment Guarantee Agency.

A PRO-BUSINESS ATMOSPHERE

A spirit of innovation and creativity is very much part of modern Ireland’s economy and society. Ireland is ranked 10th of 127 countries in the 2017 Global Innovation Index. The growth of Ireland’s competitive economy has been buttressed by the best of modern infrastructure, from regional road networks, to expanding international airports, to state-of-the-art fibre-optic internet connections. The Spanish bank Santander identified Ireland’s “strong and tightly knit industrial and tertiary fabric” as central to its allure as a destination for business.

There is a concerted effort ongoing to ensure Ireland’s strengths endure. This involves a focus on innovation and investment to underpin the business environment. In 2018, the Irish government launched a €116 billion investment plan — ‘Project Ireland 2040’ — to cater for an anticipated population increase of one million people, 660,000 more of them in the workforce. This strategic focus on infrastructure, planning and innovation will complement Ireland’s already strong business environment.



THE IRISH INSURANCE
INDUSTRY HOLDS

€303 billion

IN ASSETS

THE INDUSTRY GENERATES

€52 billion

IN PREMIUM INCOME FROM DOMESTIC
AND INTERNATIONAL CUSTOMERS

FOR INSURANCE

The insurance industry in Ireland holds €303 billion in assets, of which €35 billion is invested in Irish infrastructure and government debt and generates €52 billion in premium income from domestic and international customers.

The significant majority of the more than €20 billion in cross-border life insurance business written in Ireland each year is in single premium savings and investment products.

Ireland has established itself as a leading centre for insurance services in recent years. This has been driven by the ability to provide insurance products on a pan-European basis. The Irish-cross border sector now writes business into more than 110 countries with more than 25 million customers.

Since the 1980s, Ireland has offered clear advantages to insurers, reinsurers and captives. Ireland has also been successful in attracting international groups seeking to consolidate operations as a result of Solvency II and other regulatory changes.





PATRICK MANLEY, CEO OF ZURICH INSURANCE PLC

Zurich is a leading multi-line insurer that serves its customers in more than 170 countries. Zurich's Irish-based operations have a turnover in excess of \$1 billion per month and in Ireland it employs more than 1,300 people serving the international and domestic markets.



Zurich established the pan-European Headquarters of its non-life business in Ireland in 2008 after an extensive assessment of the business environment including macro criteria such as being part of a major currency, being English speaking and being a long-established member of the EU. Patrick added "We wanted an environment where the Regulator was experienced in cross-border business and where the nation was pro-business in its thinking. We compared cities across Europe and decided Ireland's the place to be".

The scale and functions of the operations here have evolved rapidly and referring to the regional Headquarters, Patrick said "All the key roles including the Chief Financial Officer, Chief Risk Officer, Chief Underwriting Officer are based in Dublin". Noting the importance of this business, Patrick said, "As part of our Group, about one third of our General Insurance income is in this region so it's a very, very important part of Zurich's global footprint".

Having overseen the growth and evolution of the business here, including the addition of Group IT services and cyber defence, Patrick attributes these developments to a belief in Ireland as a location and said

"The fact that we have built on our existing presence by establishing a cyber defence hub in Ireland shows at a Group level a real commitment to the country and also absolute belief that we can find the skills, that we can find the accommodation and we can get the technological connectivity".

Leading an organisation which has a presence in 13 countries throughout Europe, Patrick points to the importance of regulation and states that "The Regulator here has good standing right across Europe, which is very important for a company of our size". Patrick considers this to be vital in light of the implementation of Solvency II and the potential benefits, in terms of synergies or efficiencies, in particular for global companies with a hub-and-spoke model.

Speaking from experience, Patrick's advice to anyone considering Ireland is clear. "The first thing is to do your research in the same way as Zurich did, figuring out the set of criteria that drive your decision, and if like us, the currency, language, EU membership, an experienced regulator, together with a pro-business attitude from government and wider society are factors, Ireland we think is a location that is pretty hard to beat".

"We compared cities across Europe and decided Ireland's the place to be"







33%

OF OUR POPULATION
IS AGED UNDER

25

THE YOUNGEST
POPULATION IN THE EU

MORE THAN

600,000

IRISH RESIDENTS SPEAK A FOREIGN
LANGUAGE FLUENTLY

TO MAKE IT WORK

The ready availability of a young, talented, well educated, and highly flexible and adaptable people in Ireland is the product of dedicated investment in education by successive governments.

According to the 2017 IMD World Competitiveness Yearbook, Ireland is ranked:

- > **1st in the world for flexibility & adaptability of workforce**
- > **1st in the world for a national culture that is open to foreign ideas**
- > **1st in the world for availability of finance skills**
- > **2nd in the world for attitudes toward globalisation**
- > **3rd most productive workforce in the world**

Ireland is by now practiced at anticipating the needs of industry sectors and putting in place strategic investments in education and skills training in order to meet those needs.

THIRD-LEVEL EDUCATION

Ireland ranks in the top ten countries in the world where the education system meets the needs of a competitive economy, according to IMD. We have the youngest population in the EU with 33% of our population aged under 25, the focus on education is paramount to sustaining our economic model. This is evidenced by over 50% of 30-34-year olds having a third-level qualification (OECD) and more than 222,000 students enrolled in third-level courses at Ireland's universities and colleges.

Many universities offer degree and diploma courses relating specifically to insurance. The actuarial degree programme in Ireland is one of the most competitive in the country.

Students can also study for a wide range of insurance qualifications in many of Ireland's institutes of technology. For those seeking greater flexibility, a suite of modules is offered by the Insurance Institute of Ireland including a very successful apprenticeship scheme where employees work towards a degree qualification.

56,000

STUDENTS ENROLLED IN SOCIAL SCIENCES INCLUDING BUSINESS AND LAW

55,000

STUDENTS ENROLLED IN SCIENCES, TECHNOLOGY, ENGINEERING AND MATHEMATICS

Irish society is increasingly multicultural. More than half a million people in Ireland speak a foreign language fluently. To isolate just one example, Allianz Worldwide Care employs staff from over 60 different countries covering 28 different languages in Dublin.

Across the country, there are numerous offices like it.

Ireland continues to attract large numbers of overseas workers interested in the high quality employment opportunities and the elevated standard of living on offer.

This combination of backgrounds, skills, and qualifications makes Ireland's workforce vibrant, diverse, and one of its greatest assets in commanding new investment from international insurers and reinsurers.

LABOUR RELATIONS

Labour costs in Ireland have remained stable and controlled compared to European counterparts.

Ireland operates under a voluntary system of industrial relations, meaning there are no legal requirements for employers to recognise or bargain with trade unions. Many companies favour the direct engagement model, while others work with trade unions in a collective bargaining environment.





**DEBBIE O'HARE,
CEO OF
HANNOVER RE (IRELAND)**

Hannover Re, the fourth-largest reinsurer in the world, established in Ireland in 1992. Today, its Dublin-based operation employs 60 people and is well-placed for further innovation and growth. To utilise the depth of local actuarial expertise, Dublin's actuarial and data analytics hub continues to expand to service a developing range of group needs. Dublin is seen as an important group location for innovation and InsurTech.



GROWTH AND DEVELOPMENT

Hannover Re started out in Ireland writing property and casualty business and today writes all lines of business, including life and health reinsurance, on a worldwide basis. In the medium-term it is looking ahead to diverse international opportunities, with a particular focus on new opportunities in Asia.

According to chief executive Debbie O'Hare, the advantages of an Irish base for global operations for Hannover Re are numerous, from the stable regulatory environment to the geographical location and talent pool in the Irish market. O'Hare also values the fiscal advantages for international (re)insurers such as Ireland's extensive network of double taxation agreements and its competitive corporation tax regime.

Hannover Re has been encouraged to observe the reinsurance market grow in Ireland over the past 25 years. "It gives the sector a higher profile and it gives us access to a deeper pool of talent," O'Hare says while noting, "A culture of being open, highly flexible and adaptable is well suited to our international business model. Long-term there's great potential for further development and growth."

"The quality of the participants was exceptional. In Ireland, people really want new ventures to succeed."

A FOCUS ON INNOVATION

FinTech is one of the fastest-growing subsectors of the Irish economy. A rapidly maturing InsurTech scene is also attractive to Hannover Re, which already has a number of global partnerships with emerging distribution and InsurTech companies to develop and execute digital strategies that will generate new business and enable it to reach new markets.

In 2016, Dublin was one of just four locations selected by the firm — alongside Boston, Berlin, and Johannesburg — for a global innovation competition tasked with the reinvention of reinsurance.

"The level of support we received in Dublin for the initiative was outstanding," says O'Hare. "The quality of the participants was exceptional. In Ireland, people really want new ventures to succeed."

hannover re[®]





REGULATION

Insurance in Ireland has been regulated for many years but that regulation has changed greatly over the last three decades due to EU membership and the harmonised European insurance regime which has been developing during that time. Since 2010, The Central Bank of Ireland (CBI) is responsible for the regulation of all financial services firms in Ireland.

Insurance businesses in Ireland must be authorised by either the CBI or the regulator in their home EU member state. The regulatory regime for insurance covers all aspects of a business from its initial establishment through to eventual winding up, should that occur.

The Central Bank has a wide range of powers including to require insurers to furnish information and to carry out investigations into the business of an insurer. It can also intervene in cases where it believes an insurer may not be able to meet its liabilities or has failed to comply with insurance legislation or has inadequate insurance arrangements in place.

The regulatory environment overseen by the CBI is of a high quality. The regulator is well respected internationally and is accessible to stakeholders and responsive where necessary and appropriate. In addition, the CBI has considerable experience in regulating cross-border insurance operations.

Ireland has been a consistently early adopter of EU regulations and global standards as they have become applicable. This has resulted in an advanced and up-to-date environment across the entire spectrum including data protection, FATCA/CRS and the quality of regulation itself.





MICHELLE MOORE, GENERAL MANAGER, CHAUCER DUBLIN

Chaucer, a leading specialty insurance group, recently established a new insurance company in Ireland. Chaucer Insurance Company DAC provides clients with access to specialty underwriting expertise and first-class service through its office in Dublin and its London branch.



NEW HORIZONS

Chaucer Dublin general manager Michelle Moore describes the 2017 launch of a new Irish company as “a new and exciting departure” for the London-based firm. The new Irish company operates alongside Chaucer’s long-established Lloyd’s syndicate offering.

According to Moore, the decision to provide a complementary company market underwriting platform through which to service client business offers the “greatest possible flexibility” to Chaucer’s clients and brokers.

Chaucer has a team of more than 100 specialty underwriters offering 45 product lines to clients in more than 200 countries worldwide. Chaucer’s wide network of offices across Europe, Latin America, the Middle East, North Africa, and Asia Pacific, wrote \$1.2 billion in gross premiums in 2017.



CONTINUED ACCESS TO EUROPE

Moore says that Chaucer appreciates Dublin for the strength of its international financial services capabilities, global outlook, regulatory environment, availability of talent and proximity to London. She says a presence in Dublin contributes greatly to Chaucer’s own international development and provides great opportunities for Chaucer in light of Brexit.

Whilst Brexit was not the main driver of Chaucer’s decision to establish in Dublin, it is a happy by-product of that decision that Chaucer is well placed to deal with the consequences of Brexit.

“Chaucer Dublin will enable us to seize the opportunities that market disrupting events such as Brexit will inevitably create,” says Moore, who herself has been working between the Dublin and London insurance markets for years.

For firms considering establishing in Dublin, Moore suggests engaging early with local advisors and regulators, and to link in with companies like Chaucer that have recently set up operations here.

“Chaucer Dublin will enable us to seize the opportunities that market disrupting events such as Brexit will inevitably create”



IN IRELAND

Ireland's open, transparent and fully OECD-compliant corporate tax regime is among the key reasons for companies to establish in Ireland. While the 12.5% rate itself is internationally competitive, Ireland's years-long commitment to maintaining that rate, offering certainty to business, is the important part. The OECD has confirmed that the Irish 12.5% rate is not in conflict with its guidance nor with its BEPS proposals. Ireland is also committed to its membership of the EU and considers its tax regime to be consistent with EU tax policy.

The corporation tax regime is underpinned by an extensive network of double taxation treaties with over 70 countries worldwide. These countries include the United Kingdom, the United States, China, Japan, and Russia. The treaties allow for a reduction in foreign taxes as well as exemption from withholding taxes on cross-border payments in certain circumstances.

This section is an overview of our current understanding of certain elements of the Irish taxation regime. We recommend seeking independent taxation advice before making any decision.

TAXATION OF INSURANCE AND REINSURANCE COMPANIES IN IRELAND

No Irish tax arises on setting up an insurance or reinsurance company in Ireland. Such companies will generally be tax resident in Ireland if managed and controlled by its board of directors in Ireland. There is no "substance" requirement from a tax perspective, i.e. a company can outsource its activities, subject to regulatory requirements. The corporate income tax levied on insurance companies should be straightforward. The standard corporation tax rate of 12.5% applies to the trading profits of insurance companies (calculated under IFRS or Irish GAAP) with few adjustments.

The 12.5% rate applies to investment income and gains of insurance companies.

The movements on reserves are generally not adjusted for tax purposes. Unlike the situation in many other EU countries, tax losses can be carried forward indefinitely and can also be carried back one year.

FOREIGN BRANCHES OF IRISH INSURANCE COMPANIES

Many insurance companies have established headquarter operations in Ireland with branch networks around Europe. Ireland taxes foreign branch profits at 12.5% but has a tax credit regime which can reduce the amount of tax that is paid on foreign branch profits.

INDIRECT TAXES AND INSURANCE

Irish resident companies benefit from an exemption from US Federal Excise Tax. Irish premium taxes only apply to Irish-based risks, so do not apply to Irish companies writing foreign insurance business. Insurance is exempt from Value Added Tax in Ireland. Detailed planning can minimise VAT costs on inputs.

INSURANCE HOLDING COMPANIES

Many firms structure their EU or even global insurance groups beneath an Irish holding company. Dividends received by Irish companies from Irish resident subsidiaries are not subject to corporation tax. Dividends received from overseas companies are normally taxed at the 12.5% rate. However, Irish-based companies receive tax credits for any withholding and other taxes already paid by the overseas company where the Irish-based firm holds at least 5% of the issued share capital of the overseas company. The rules for the set-off of credits are quite generous and include pooling and carry-forward of excess tax credits with a view to ensuring that no net Irish tax should apply.

Irish resident companies are not subject to Capital Gains Tax on the disposal of shares in another company when certain conditions are met. These include a requirement that the Irish-based company hold at least 5% of the issued share capital of the company in question and that the company be based in an EU or other jurisdiction with which Ireland has a tax treaty. For Irish resident companies making dividend or other payments to an overseas parent, there is in general no withholding tax imposed as long as the parent is located in an EU country or a jurisdiction with which Ireland has a tax treaty, or where the persons controlling the parent company are registered in such a jurisdiction.



LIFE ASSURANCE AND INVESTMENT FUNDS

The Irish tax regime for life assurance investment funds is also highly efficient and well regarded internationally as well as being fully compliant with OECD guidelines and EU law and regulations. Irish insurance investment funds are exempt from Irish tax on their income and gains and no Irish taxes are payable on exit where the investors are not resident in Ireland. Limited VAT recovery is possible where foreign investment portfolios are managed in an Irish fund or life assurance company.

SUPPORTING INNOVATION IN IRELAND

The Irish tax regime seeks to encourage innovation and, apart from the 12.5% tax rate, has four approaches to achieving this.

1. There is a 25% tax credit available on qualifying expenditure on research and development activity.
2. The Knowledge Development Box is the first regime of its type to be fully compliant with OECD BEPS rules. Under the KDB rules profits arising from patents or other intellectual property assets developed in whole or in part in Ireland are taxed at a reduced rate of 6.25%.
3. Tax allowances are available for the cost of acquiring IP assets such as brands, trademarks, designs, software, internet domain names, copyright, patents, etc.
4. Research and development activity can be grant aided.

PERSONAL TAXATION

Employees in Ireland pay income tax and social security deductions through a pay-as-you-earn (PAYE) system. The tax year runs from January 1st to December 31st. There are two rates of income tax: the standard 20% rate which applies to income of up to €35,300 per individual, and the higher 40% rate for the remainder of the income. The €35,300 threshold is increased in a range of circumstances such as when an individual is married to a spouse who does not work outside of the home.

Employees are also required to pay Pay Related Social Insurance (PRSI) at a rate of 4% of total earnings with the employer contributing 10.75%. There is also a Universal Social Charge (USC) payable on a sliding scale from 1% to 8% for those who are not self-employed. The majority of political parties and groupings in Ireland are committed to reducing the burden of the USC in the coming years. The Special Assignment Relief Programme (SARP) reduces the personal tax burden of individuals being transferred to Ireland by overseas firms where the income tax rate in

their home countries might be significantly lower than that applying in Ireland. It works by effectively reducing the employee's taxable income above €75,000 by 30%. For example, an employee earning €135,000 would, in these circumstances, only be taxed on €117,000 as they would have their taxable income reduced by €18,000 (30% of €60,000). The deduction applies for a maximum of five years. Employees can also have school fees of up to €5,000 per annum per child paid tax-free by the employer and have one return trip home for themselves and their family paid for tax-free each year. There are arrangements which can be made for share option and profit-sharing schemes which, if approved by the Revenue Commissioners, can result in tax savings for participating employees. Employer contributions to Revenue-approved pension schemes, both in Ireland and overseas, are exempt from tax while employee contributions to Irish schemes are tax deductible subject limits based on age and income.

CONCLUSION

Ireland's corporate and personal taxation regimes are legislation-based and do not rely on rulings or other factors and are therefore clear and transparent to all. Ireland is generally regarded as an exemplar of international best practice in this regard. This reputation and the certainty Ireland can offer investors when it comes to tax treatment makes this country an ideal location for the international insurance industry.





DIRK OSTIJN, CHIEF EXECUTIVE OFFICER OF METLIFE EUROPE d.a.c.

MetLife is one of the world's leading financial services companies, providing insurance, annuities, employee benefits and asset management to help its individual and institutional customers navigate their changing world. Founded in 1868, MetLife has operations in more than 40 countries and holds leading market positions in the United States, Japan, Latin America, Asia, Europe and the Middle East.



MetLife opened its Dublin operation in 2006 and speaking about the company's evolution in Ireland, Dirk said "We started in Dublin in 2006 with just 10 employees and now we have grown to employ nearly 300 highly-skilled employees across actuarial, financial, compliance, risk, legal, and other important support and management functions".

MetLife's Dublin office serves as its European Hub and oversees the provision of Life and Non-Life products in Bulgaria, Cyprus, Czech Republic, France, Hungary, Italy, Portugal, Romania, Slovakia, Spain and the United Kingdom.

Dirk outlined the key success factors for MetLife in Ireland by saying "For our hub-and-spoke model, there are two areas that are critical for us to succeed. The first one is the need for a strong and stable regulatory environment. That is vital for the financial industry and I believe with the Central Bank of Ireland we have that. The second important aspect is the availability of a talented educated workforce, which is extremely important to us. We need access to highly skilled employees with specialised skills in areas like actuarial, financial and risk".

In November 2017, MetLife expanded its footprint in Ireland by opening a world-class global technology campus in Galway. The campus is set to employ approximately 200 skilled IT professionals when at full capacity and the new campus represents a major investment in the digital initiatives that will help MetLife transform its customers' experience around the globe. The opening of a further Global Technology Campus also continues MetLife's broader strategic effort of transforming the workplace experience by bringing employees together in state-of-the-art, collaborative environments, while reducing its geographic footprint and significantly lowering operating costs.

For those looking at locating in Ireland, Dirk points towards his positive experience living here by saying "I think Ireland has a unique and vibrant culture. It's an open community, it's a diverse community, it's a multicultural community. There is something for everyone. The people are really very friendly and it's so easy to integrate and to feel at home in Ireland".

"I think Ireland has a unique and vibrant culture. It's an open community, it's a diverse community, it's a multicultural community. There is something for everyone. The people are really very friendly and it's so easy to integrate and to feel at home in Ireland".



GREEN FINANCE

Green finance, the financing of investments designed to generate environmental benefits, remains a high-growth financial services subsector worldwide. Green investment vehicles and green asset classes are supported in Ireland by a dedicated public-private initiative, Finance Green Ireland. Acknowledging a policy-driven wealth of economic opportunity, and as an output of the Irish government's IFS2020 Strategy, Finance Green Ireland works to position Ireland as a leading international green finance hub while advocating for regulatory certainty to facilitate inbound global capital for projects and funds with sustainability at their core.

Like many international counterparts, Ireland is working to implement the Paris Agreement on climate change and meet UN sustainable development goals. The G20 estimates that global investment in sustainable infrastructure should reach roughly \$90 trillion (€77 trillion) by 2030. Ireland itself requires €50 billion in investment by 2030, with government already committing €22 billion of this.

As part of the government's support for the green finance agenda, Ireland issued its first green bond in 2018. In addition, in 2018, the global Financial Centres for Sustainability (FC4S) network selected Dublin as its European base. Government green finance activities are matched in the private sector, with Ireland making a concerted bid for increased talent, capital, and innovation in this space.

As it stands:

- > €7 billion of green infrastructure funds are managed out of Ireland
- > €11 billion in green and climate-aligned bonds and €6 billion in green equities are listed on the Irish Stock Exchange
- > €4 billion in UCITS funds with green strategies are domiciled or managed in Ireland

Ireland already enjoys a world-class cluster of talent in renewable energy finance, thanks to its early entry into onshore and offshore wind farm development.



CENTRE OF EXCELLENCE FOR INSURANCE INNOVATION

The Irish government has repeatedly made clear its commitment to encouragement and reward of innovation. As well as the country's internationally competitive 12.5% corporate tax rate, generous allowances are made by way of R&D tax credits for software development and other activities.

Already, Ireland is recognised for its leadership in research, development and innovation (RDI) across sectors, including in insurance innovation. With greater-than-ever demand for the development of new products and services by insurance organisations, state-sponsored backing of successful and profitable RDI activities can be extremely valuable.

This supportive environment is complemented by a robust intellectual property (IP) regime, its academic institutions, and its well-educated workforce.

Companies wishing to carry out RDI in Ireland can apply for a range of RDI grants. There is also a 25% R&D tax credit designed to encourage companies to undertake new or additional RDI activity in Ireland. The credit offers a very significant tax break at an auspicious time for accelerated research and development by companies in the insurance industry.



FINTECH

In a short space of time, Ireland has gained a global reputation as a centre of excellence for Fintech. Financial services companies with a significant technology presence in Ireland include Citi, MasterCard, Aon, Fidelity, Prudential, Deutsche Bank and UnitedHealth Group.

The thriving Fintech tech start-up scene in Ireland is responsive to and supportive of innovation by larger and longer established leaders in financial services. In 2018, IDA Ireland led the launch of Blockchain Ireland, an online platform offering information and support to the Irish blockchain ecosystem. The initiative aims to assist blockchain projects and businesses to “foster increased innovation”.

Eoin Fitzgerald, Senior Advisor for Fintech for Enterprise Ireland said, “We are seeing an increasing number of Irish and international companies building far-reaching blockchain solutions within the country – it is an extremely exciting time for the space.”

Europe as a whole is emerging as a key InsurTech hub. According to a report by Accenture, the volume of InsurTech deals worldwide increased by 39% in 2017, and their value by 32%, to \$2.3 billion (€1.99 billion). Although North America continues to be the global InsurTech leader, its deals increased by just 6% in 2017, compared to Europe’s 118%.

In 2018, the Grand Canal Innovation District was launched to form a concentration of start-up businesses, established companies as well as research, education and community facilities. The masterplan includes a new €1 billion Trinity College Dublin technology and innovation campus.



MAUREEN WALSH, CEO OF DECARE DENTAL

DeCare is one of the world's largest private dental insurers and first established an operations centre in Claremorris, County Mayo in 1999 to serve its US base. The company's employment in Ireland has since grown from 18 to 120 people as its operations evolved and it commenced offering dental insurance in the Irish market in 2004.

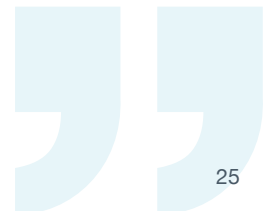


Maureen highlighted the initial attraction of Ireland being the availability of staff and how this has only amplified by saying "Consistently, and throughout our nearly 20 years in business the quality of our people is excellent. We don't have a huge amount of turnover and continue to be able to recruit from a very good local pool of people". This pool of staff facilitated an expansion in the roles the Irish operation undertook and led to a second office opening in Dublin. With over 120 employees based in Claremorris in County Mayo, Maureen challenges the idea that there is a locational disadvantage being based outside the major cities by referencing the availability of office space, business supports, talent and quality of life and how they have led to clusters of major medical devices, technology and pharmaceutical companies in the West. On broadband, Maureen stated, "We've got tremendous connectivity here in terms of broadband" and noted how aspects of their online functionality that were developed in

Claremorris have been transported to their US headquarters. For Maureen, it's all about people and referring to the attitude of her team, she said "Once you have the tendency to innovate, there's nowhere you can't do that and from my point of view the West of Ireland is a great place to locate". Maureen is equally praiseworthy of the commitment of her Irish staff to upskilling and CPD and believes that for prospective insurance investors here "It is something that is very attractive in the global market and it says a lot about the industry and the people here". Hailing from New York and working for a global company, Maureen recognises that "Ireland is small but it has a huge advantage in that it is open and collaborative". Critically for Maureen, this translates into an ability to find solutions "Ireland has a very pro-business environment. You might have an issue but I find you can generally get to the right people and work it out."

"Ireland has a very pro-business environment. You might have an issue but I find you can generally get to the right people and work it out."

 **DeCare
Dental**



INSURTECH

As today's innovation is tomorrow's expectation, the rapid pace of technological change is transforming the insurance value chain.

InsurTech companies are providing new ways to deal with customers, underwrite risks, settle claims and develop new distribution platforms. The potential of new technologies like Artificial Intelligence, Machine Learning, Blockchain and Robotics, is considerable and allows for innovation and efficiency throughout the value chain. In this context, collaboration between insurers, emerging InsurTech providers and regulatory and government bodies is required to foster innovation and realise opportunities.

To date in Ireland, we have seen the development of next-generation analytics centres for insurance giants like Aon and Munich Re, cybersecurity centres for Zurich and Liberty Insurance, and software development centres for Fidelity and Pramerica.

Developments such as these are helping Ireland develop a reputation for InsurTech & FinTech in addition to its:

- > Established global industry leaders with Irish operations in both IFS and Technology sectors;
- > Critical mass of innovative indigenous Irish companies;
- > Strong talent pool with more than 100,000 people working in financial services and a further 105,000 people working in Ireland's technology sector;
- > Comprehensive Double Taxation network;
- > Knowledge Development Box – tax rate of 6.25%
- > R&D Tax Credit of 25%
- > EU Regulatory Passporting



INSURANCE IRELAND REALISING THE POTENTIAL

In light of this changing world, Insurance Ireland has developed an InsurTech ecosystem through industry partnerships, academic initiatives and engagements to inform policy and regulatory developments.

This includes the education, the identification of industry priorities at a shared level and the linking of relevant stakeholders. To date, Insurance Ireland has collaborated with CeADAR, the Centre for Applied Data Analytics Research at University College Dublin, Adapt, the global centre of excellence for digital content and innovation, and Insight, a world-leading centre for Data Analytics.

Insurance Ireland engages with their technology projects and uses these centres' expertise to provide better knowledge and solutions to insurers. In the area of policy, Insurance Ireland is part of the IDA Ireland Blockchain Expert Group, a cross-industry group made up of Insurance Ireland, IT firms, start-ups and consulting firms. The potential of the Group is significant, and it is involved

in the identification of use cases, knowledge sharing and partnership building. In addition, a number of InsurTech companies have joined Insurance Ireland to explore potential solutions for the industry such as prototype development.

Insurance Ireland has launched a new category of InsurTech membership to foster stronger links across the industry and has advanced policy initiatives with the government in this area. In addition, Insurance Ireland warmly welcomed the Central Bank of Ireland's launch of an Innovation Hub to allow fintech firms to engage with the them outside of existing formal regulator/firm engagement processes.

The industry's embrace of technology and its potential, combined with the emerging regulatory and policy developments in this space, position Ireland to be a future centre of InsurTech innovation.



CONTACT THE INSURANCE IRELAND TEAM IN DUBLIN AND BRUSSELS



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Laura Farrell
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Government Affairs



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Michael Horan
Non-Life Insurance
Manager



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Head of Communications



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Manager



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Michael Curtin
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Administration Manager



Frank Farrell
Insurance Information
Manager



Sharon Savage
Accounts Administrator



Ciara Whooley
Secretary to CEO



Una Coleman
Training, Education &
Conference Manager



Nessa Feehan
Administrator



Natalie Dillon
Insurance Executive



Geoff Ryan
Financial Controller



Amanda Garland
Membership Services &
Events Executive

DIRECTORY OF MEMBERS

Life Members (16)

Acorn Life
Ark Life
Aviva Life & Pensions
ECCU
Elips Life Limited
Equitable Life
Friends First Life
Irish Life
London General Life
New Ireland Assurance
Phoenix Ireland
Royal London
Scottish Friendly
Standard Life
Sun Life of Canada
Zurich Life

Non-Life Members (18)

AIG
Allianz
Amtrust International
Aviva Insurance
AXA Insurance
Beazley Insurance
Chubb Insurance
DAS Group
DeCare Dental
Ecclesiastical
FBD Insurance plc
IPB Insurance
Liberty Insurance
Mapfre Assistencia
RSA Insurance
Travelers Insurance
Watford Insurance
Zurich Insurance

International Members (27)

Aegon Ireland
Allianz Global Life
Allianz Re
Allianz Worldwide Care
AXA Life Europe
AXA MPS
Canada Life Europe
Chaucer Insurance
Darta Saving Life
Europ Assistance
Hansard Europe
Harcourt Life Ireland
Hawthorn Life
Intesa Sanpaolo Life
Markel International Ireland
MetLife Europe
Monument Insurance
Octium Life
Old Mutual International
PartnerRe
Prudential International
SEB Life International
SureStone Insurance
St. James's Place International
Utmost PanEurope dac
Vera Financial dac
XL Group

Health Members (3)

Irish Life Health
Laya Healthcare
VHI Healthcare

InsurTech Members (3)

MIT
ViClarity
Majesco

Associate Members (31)

Accenture
ARB Underwriting
A&L Goodbody
Arthur Cox
AXA Investment Managers
Bump Insurance
Capita Life & Pensions (Ireland) Ltd
Cunningham Lindsey Ireland
Davies Group
Deloitte
Dillon Eustace
DST Financial Services
EisnerAmper Ireland
Hertz Rent a Car
Irish Progressive Services
International Limited
Ivernia Insurance Ltd
KennCo Underwriting
KPMG
Lloyds
Majesco UK Limited
Matheson
Milliman
MIT
OSG
Patrona Underwriting
ProAdjust
PWC
Thornton & Partners
ViClarity
William Fry
Wrightway Underwriting Ltd

Strategic Alliance Partners (5)

Accenture
Deloitte
KPMG
MIT
PwC

Captive Members (38)

Aetna Health
ALD Re
Allied World Assurance Company
AON Insurance Managers
Arch Reinsurance
Axis Specialty Europe
BBVA Re
BNP Paribas Vartry Reinsurance
CACI Non-Life
Canada Life International Re
Catalina Insurance Ireland
Chubb Bermuda International
CNP Santander
Codeve Insurance Company
Darnell
DLL Re
Euro Insurances
Everest Reinsurance
ffh Management Services
Golden Arches
Great American International
Greenlight Reinsurance
Greenval Insurance
Hannover Re
Ironshore Europe
ITX Re
Marsh Management Services
NEIL Overseas
Porsche International
Probus Insurance Company
Renaissance Reinsurance
RGA International
SCOR Global Life
Scottish Re
UnipolRe Dac
Volkswagen Insurance Company
Wagram Insurance Company
Willis Towers Watson

INSURANCE IRELAND

141
MEMBERS

40
COMMITTEES
& WORKING
GROUPS

5
STRATEGIC
ALLIANCE
PARTNERS

1
GLOBAL
VOICE

**ASSOCIATE
MEMBERS**

1
INSURTECH
ECOSYSTEM

Life

Non-Life

MIT

Accenture:
Innovation

Health

PwC:
Knowledge

International

KPMG:
Conduct Risk
& Consumer

DIMA

INED

Deloitte:
Market
Intelligence

Global
Federation of
Insurance
Associations

Professional
Services

Insurance
Europe

Legal
Services

InsurTech
Members

Underwriting

CeADAR

Adapt

Enterprise
Ireland

GCRT

IDA

IFS
Ireland

SFI

Insight

