



**Midlands**  
IRELAND



**Midlands ICT**  
Longford, Westmeath, Offaly, Laois



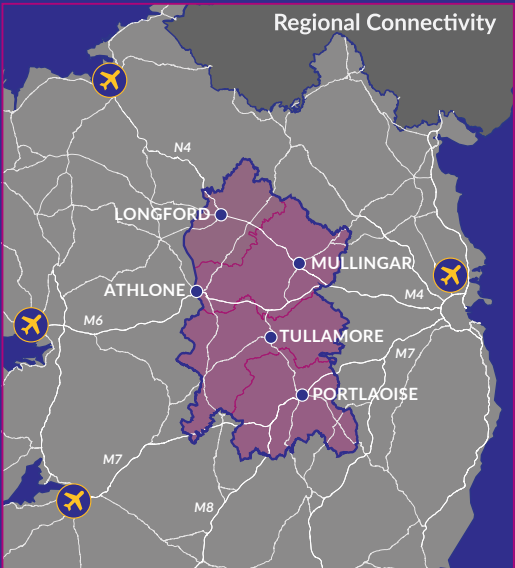
# Where Everything Connects

Centrally located and well-connected, the Midlands has a young, educated and multicultural workforce, within 60 minutes of coastal cities and airports.

The region has a higher concentration of ICT workers than the national average outside Dublin. Regional towns such as Athlone are significant attractors for Irish and international ICT graduates.

The Midlands is host to an exciting array of R&D bodies, including Technological University of the Shannon, Midlands Innovation and Research Centre, COMAND, Irish Manufacturing Research, the Robotics/Cobotics Training Centre, and i-LOFAR Education Centre. These bodies offer regional excellence in automation, data analytics, and immersive technology, and work closely with enterprise in the region.

Leading ICT employers in the region include Ericsson, Zinkworks, Nostra, N'Ware, Skout and Sidero, as well as a thriving network of fast-growing start-ups, for a vibrant ICT eco-system. The Midlands ICT Cluster sees industry joining with public and academic sectors for a triple-helix approach to develop increased cooperation in research, development, funding and education to ensure continued success for ICT in the Midlands Region.

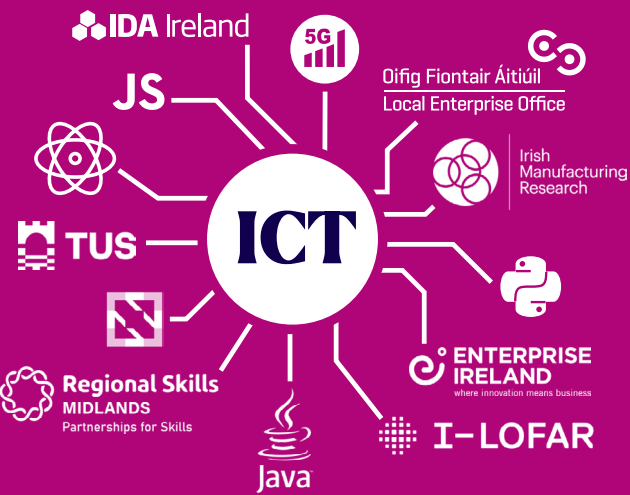


# Why Midlands for ICT?

- ICT is a priority Cluster identified in the Midlands Regional Enterprise Plan to 2024.
- Home to 427 growing ICT businesses, employing over 2,900 people, from leading multinationals to award-winning start-ups.
- Home to TUS Midlands Midwest, a leading research-based technological university.
- Access to talent, with over 105,000 ICT professionals, and 2,700 graduates within 60 minutes.
- Regional specialties in software, cloud, IoT, immersive tech and automation, becoming Ireland’s epicentre for 5G/6G development.
- Central location means national and international connections are in easy reach.
- Quality of life benefits with lower housing and childcare costs, relative to coastal city locations, shorter commutes and proximity to a wealth of natural amenities.

	30 Min	60 Min	90 Min
Population	472,610	2,106,011	3,725,208
Labour Force	187,414	896,883	1,585,133
3rd Level Qualified	66,081	370,194	706,603
Students	37,952	186,953	335,702

Based on Resident Population of underlying Census 2016 Electoral Division data and assessed Travel - Time catchments by car from the major settlements of Athlone, Mullingar, Longford, Tullamore and Portlaoise.



Ericsson is proud to be a founding member of the Midlands ICT Cluster and see many great benefits from enhanced collaboration with Industry and University Partners to jointly build on the vibrant ICT Ecosystem in our region. Our Athlone Software Campus currently employs over 1200 staff, comprising of 1000+ software developers, from 48 countries.

DENIS DULLEA  
HEAD OF R&D ERICSSON  
ATHLONE

52%	Increase in population recorded between 2016 and 2022 was due to migration; higher rate of increase than Dublin (45%)
49%	Of people within 60 mins are under 35 years of age (1,027,272); slightly above the National Avg. (47%)
28%	Of people within 60 mins have attained a 3rd level or post-graduate qualification (379,194); in line with the National Avg. (28%)
17%	Of people within 60 mins work in Information, Communication, or Finance; above the National Avg. outside Dublin (13%)
10%	Of people within 60 mins are of a non-Irish nationality; speaking languages other than English (214,868) (National Avg. 10%)



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# TUS Midlands Midwest

Technical University of the Shannon (TUS) Midlands Midwest has a strong focus on ICT and offers over 20 undergraduate and postgraduate programmes in the field, as well as having the authority to award at PhD level in networking and software engineering.

In 2021, 319 students graduated from ICT courses, a 45% increase on 2020. 68 of these students were engaged in postgraduate courses, nearly triple the number of 2020. Areas of study include cloud-native computing, AI, Agile software design, and more

TUS Midlands Midwest is home to the COMAND Technology Gateway and the Midlands Innovation and Research Centre (MIRC), both of which drive market informed research collaboration with industry partners, and has secured accolades including ‘Best Academic Partnership’ for its role in promoting undergraduate STEM research, and been placed within the ‘Top 25 Performing Universities in the World’.

We operate in a dynamic high tech environment and our people are the key to our success. Tullamore and the surrounding area provides us with a rich pool of highly skilled, well educated people who are ambitious for themselves and for their company.

LIAM HOLTON  
CEO, FUTURE TICKETING  
TULLAMORE

2700+	ICT Grads within 60 mins (2021)
120+	ICT Courses within 60 mins (2021)



# Midlands ICT Snapshot

Award-winning enterprises at the forefront of ICT innovation:

- Irish Times Innovation Award – New Frontiers – Mersus Technologies, Athlone
- Diversity in Tech Awards – Role Model Award – Carmel Owens, Sidero, Athlone
- Tech Excellence Awards – IT Architect of the Year shortlist – Ortus, Abbeylax
- Tech Excellence Awards - Company of the Year – Sidero, Athlone
- National Technology Awards - Cloud Innovation of the Year – MapAll, Longford
- Statista Best Regional Employer – Zinkworks, Athlone

Collaboration and partnerships for a thriving ICT eco-system:

- TUS and Horizon Europe – TRANSMIXR project – researching XR and AI for media and arts
- Ericsson and Three Ireland – partnering on Global Start-Up 5G Programme
- Mersus Technologies and Boston Scientific – award-winning Avatar Academy Programme
- IMR and Vodafone – partnering on Ireland's first private 5G MPN Network
- i-LOFAR and StreamBirr – partnering on Big Data access and application in real-time
- MIRC Midlands Innovation and Research Centre – location and support for HPSU's
- COMAND Gateway - delivering industry-focused technology solutions for the software industry

## Landing and Innovation Spaces

Through the Midlands Network of Co- Working Facilities, the region has a variety of serviced landing and incubation spaces available for companies to develop their presence in the region. The network offers scalable solutions which can be tailored to business needs.

## Regional Enterprise Support

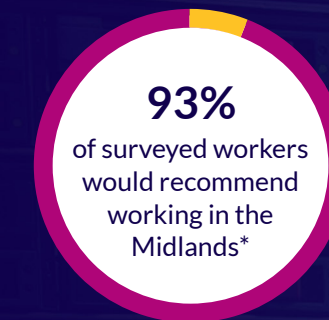
The Midlands is one of Ireland's fastest-growing regions for enterprise, and within the region, ICT has been one of the fastest-growing sectors. Enterprise agencies in the region are on hand to provide support to business and enterprise, from property solutions, to market intelligence, skills development and funding supports.

IDA Ireland offer support for FDI companies locating in the region. Enterprise Ireland offers support to Irish export businesses. The network of Local Enterprise Offices in Longford, Portlaoise, Tullamore and Mullingar offer support to start-ups. Each agency offers tailored supports to ensure growth of enterprise clients.

**The Midlands has all the components to become an international hub for ICT, we have the people, companies and education. Formalising our ICT Cluster is the final ingredient to pull all the parts together and really ignite ICT in the region. Zinkworks are delighted to be part of it.**

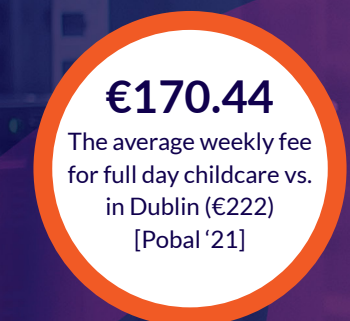
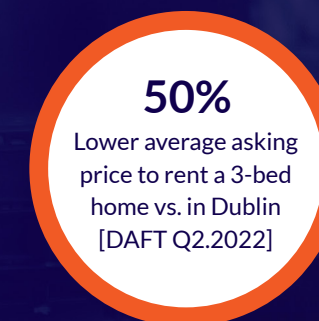
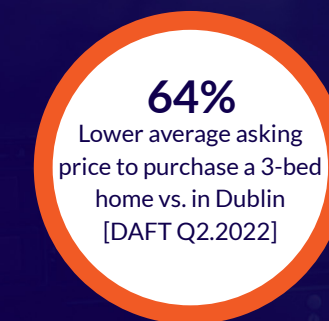
**PAUL MADDEN, CEO  
ZINKWORKS, ATHLONE**

## Quality of Life

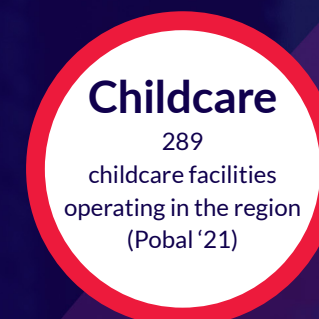
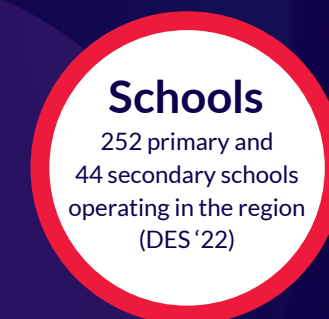


\*Midlands Skills Survey 2019 (Collins McNichols)

## Affordability & Incomes



## Amenity & Quality of Life



## Commuting & Accessibility





**“We selected the Laois region due to its central location in the country with good connectivity, as well as the fact that it provides us with the opportunity to offer the type of work/life balance to our employees which is part of the core set of values of N'ware Technologies.”**

**MARK RIJKE, MANAGING DIRECTOR,  
N'WARE, MOUNTRATH**

**“Longford has proven to be a great choice of location for the business. Due to the lower cost of living as well as a commute-free lifestyle MapAll has been able to attract top talent from Ireland and abroad. MapAll currently have a 100% staff retention rate which is very unique within the software industry.”**

**BRIAN EGAN, CTO, MAPALL,  
LONGFORD**

**“The Midlands has the fundamental capabilities and values required to become a European region of technology excellence. As a Technological University in the heart of the region, TUS is delighted to partner with the Midlands ICT Cluster in order to realise this vast potential.”**

**DR. ENDA FALLON, HEAD OF DEPARTMENT  
COMPUTER AND SOFTWARE ENGINEERING, TUS**

## **Business Supports: We're here to help.**

