

## Deasy: South East set to benefit from IDA Manager



Anne-Marie Tierney Le-Roux, IDA Ireland's new Regional Manager for the South East.

Waterford TD John Deasy has met with IDA Chairman Frank Ryan to discuss measures that will assist Waterford and the South East on foot of the agency's appointment of a new Regional Manager based in the city after a 20-year absence.

"It was a good meeting but it was made clear to me that in some cases companies are ignoring the Regional Aid incentives and are heading to the two largest urban areas in the country, regardless of what financial inducements are available.

"A package of measures will be announced for the regions by the IDA in the next month and I discussed with Mr Ryan specific measures that I felt are necessary for Waterford," the Fine Gael TD said.

The appointment of Kilkenny native Anne-Marie Tierney Le-Roux has been welcomed across the region, with Ms Le-Roux to be primarily based in Waterford city.

"I am delighted to be appointed to this key role at a time when renewed focus is to be given to efforts to attract FDI to regional locations," she said. "Having a dedicated regional manager for the southeast is part of that focus."

Having described the removal of the IDA's South East regional director from Waterford in the mid-90s as "a disaster", Deputy Deasy shared "a frank exchange" with Enterprise Minister Richard Bruton at the Oireachtas jobs committee last June when it came to restoring such a brief in the city.

At that meeting Mr Deasy linked the clear decline in Waterford's fortunes with the establishment of an amalgamated South region, complete with a regional director headquartered in Cork.

That decision, he noted, was made on Richard Bruton's watch, despite warnings as to what would, and did, happen; resulting in over 80 per cent of all Foreign Direct Investment "going to three particular locations: Cork, Dublin and Galway".

He told Mr Bruton: "There needs to be a restructuring with regard to the seniority of IDA staff when it comes to the south east, and the situation that was in existence in 1996 when you were minister needs to be reinstated."

Deputy Deasy added: "I am meeting the new manager this week and it's critical we tie up the people working in an economic development locally with her office and start improving that relationship."