

CLUSTER DEVELOPMENT: THE DIGITAL HUB

About The Digital Hub

The Digital Hub is an Irish Government initiative to create an International Digital Enterprise Area in Dublin's city centre..The Digital Hub is creating a centre of excellence for knowledge, innovation and creativity focussed on digital content and technology enterprises.

www.thedigitalhub.com

Need

The Irish government needed to create a location for start-up and mature companies involved in technology, to build a globally leading ICT cluster, based in central Dublin.

The government required technical infrastructure planning, and a marketing concept to attract companies to be part of this cluster.

Solution

Sonas Innovation

- worked with Dublin City Council to acquire funding and build the necessary communications infrastructure
- devised and executed a marketing strategy
- Engaged Enterprise Development Partners (IDA and Enterprise Ireland) to a high degree
- Successfully sold the concept to indigenous high potential companies and international Foreign Direct Investors

Outcome

Over 40 companies have located in The Digital Hub, with over 400 employees. The area has become recognised as a desirable business location for the sector. A high degree of collaboration has emerged, with companies winning international business as a result. €130m of Government investment is now being matched with €150m of private investment to drive the next phase of growth.

Further Reading

eTowns Case Study

Global Crossing

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