



world class talent
punching above our weight

#NI2030

Our future. Have your say.

Non-political, non-religious, publicly owned - NI2030 is a crowd-sourced, business-led, economic ambition for NI. We state the future we want and we work together to achieve it.

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tweet yours!



Gordon Gough, Chief Executive, Enterprise Northern Ireland

By 2030 I would like Northern Ireland to be a place where enterprise and entrepreneurship is encouraged and celebrated. A place where running your own business is second nature and where communities of entrepreneurs are the bedrock of a growing and successful economy.



Kieran Harding, Managing Director, Business in the Community NI

By 2030, companies of all sizes and across every sector of business will have responsibility at their core. Business can be a positive force for good and in the next 15 years, as more embrace the imperative to operate sustainably, Northern Ireland will reap the benefits of this approach, in our economy, our environment and in wider society.



Steve Orr, Director, NISP Connect

By 2030 NI will create products that become pervasive around the world. Our culture of collaboration will be the envy of Europe. "Innovated in Northern Ireland" will signify innovation and quality that rivals the most innovative regions anywhere. **By 2030: any kid from Northern Ireland with talent and ambition can make it big**.



Kailash Chada, Chief Administrative and Finance Officer RCR Ireland, Ulster Bank

In the last 15 years NI has changed from a divided, troubled province to a stable environment looking to the future more than back to the past. Over the next 15 years I'd like to see us leverage the talents of our educated people to build an economy the envy of the world, where our achievements echo the grand achievements of our ancestors.



Tom Griffiths, NI Entrepreneur

By 2030 I want NI to be a globally recognised business brand, transformed economically to a place beyond our current imagination - and for my kids to feel part of something historic and special. I'm in awe of Harland & Wolff in 1900. In 2030 I want to feel that. About us. To know that one day we'll look back and know that we did the right thing.



Carol Fitzsimons, CEO, Young Enterprise NI

By 2030 I would like the young people of Northern Ireland to believe it is a land of opportunity and feel they have been prepared to succeed in it. A land where they see successful businesses and great companies to work for, and have developed the entrepreneurial skills they need to be successful in this world.



Lynn Carson, Managing Director, DMS Ireland

How we think about 2030 influences what we do today. To build an NI workforce fit for the challenges ahead we need to develop a better culture of collaboration, improve the management of talent across global business networks and create pathways to address the key skills challenges. Only then we will be fit to respond to the transformational agenda.



Kevin Murphy - Creative Citizen, Voluntary Arts Ireland, Wall2Wall Music

Growing up in Northern Ireland what sustained me was music and people. That creative space in our lives needs nurturing and I want NI to be known for that. I also want us to move from the imaginations of the few to the imaginations of the many - involving citizens in helping to create the future we all want. Let's be open, honest and step out into the world unafraid. And let's smile more on the way.



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John Wallace, Founder, Augmented Reality NI

By 2030 NI will be known for world class innovation, recognised as a European creative capital that sits a step ahead of the rest of the world. We will deliver future solutions for the current day by investing in our talent through education, experience and in-house development. Let's be known globally for excellence.



Laura Jackson, Partner, BDO Northern Ireland

Northern Ireland is a place full of growth and potential. With our talented people, our consistent innovation, our business ethos and our determination as a country to move forward, NI and its people have much to be proud of and by 2030 we want the world to know it too.



Paul McMullan, Director, International House Belfast

By 2030 to make NI a world class destination for international students we need to define our identity and fall in love with ourselves again; shake off our inferiorities knowing that we can stand toe-to-toe against all the global destinations and win; stop being the poor relation and sell the NI experience as superb, amazing and above all unique.



Andy Hill, Founder, Dokoo

By 2030 exporting to the world will be as easy as selling to Dublin. Ireland has 4.5m people, New York alone has 8m. Do the sums! NI is a new brand with an impressive DNA in a single global marketplace that craves unique differentiation. That's our opportunity, our platform. Our SME's don't realise how good they are. Now is their time to shine.



Dr Norman Apsley OBE, Chief Executive, Northern Ireland Science Park

My vision for NI in 2030 is that by then (or better still before) we shall be famous internationally for our innovations in the digital cyberspace, life enhancing technologies and sustainable engineering and manufacture, and for the way we use them to build a better world and a prosperous, free and fair society locally.



Inga Norvilyte, Love Belfast Social media

NI is special! By 2030, my vision is that Belfast will be a thriving city attracting the world's biggest brands, a strong NI economy, world-class education and graduate prospects, an unrivaled quality of life and a transportation system that connects us all. A country where no citizen is held back, and where everyone is equipped for success.



Kyle Ferguson, Centre for Sports Enterprise, Ulster University

World class collaborations in NI between research, entrepreneurs and sports people are building a framework that will inspire future generations to be world leading, maximise the impact of our enterprise, produce more gold medals and enable a sustainable, healthy society. By 2030 we'll have built something to share, celebrate and be proud of.

BrandNI: Whether short for 'Northern Ireland' or the 'North of Ireland', NI is a symbol of positivity - a non-political, non-religious and non-prejudicial movement, celebrating the talent, innovation and opportunity embedded in NI.

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brandNI.com](http://brandNI.com)