
Department of Taoiseach's Stakeholder Consultation on the revised National Digital and AI Strategy.

Response from the American Chamber of Commerce Ireland
(AmCham) to the Department of Taoiseach.

September 2025

The American Chamber of Commerce Ireland

The Voice of US-Ireland Business

The American Chamber of Commerce Ireland (AmCham) is the collective voice of US companies in Ireland and the leading international business organisation supporting the Transatlantic business relationship. Our members are the Irish operations of all the major US companies in every sector present here, Irish companies with operations in the United States and organisations with close linkages to US-Ireland trade and investment.

Q. What should Ireland's overall vision for an updated Digital & AI Strategy to 2030 be? (max. 500 words)

Rapid advancements in digital and AI technology offer significant economic and societal benefits to Ireland. It is vital that the Government therefore ensures the delivery of a supportive, responsive framework of policies that will facilitate the harnessing of this potential and allow for businesses to develop these sectors further, and deliver greater benefits to the general public.

The digital and AI strategy is a key mechanism in which Government can provide greater clarity and certainty to the business community and secure greater dynamism in the Ireland's digital and AI ecosystem. Through effective development and implementation of this strategy Ireland can maintain and enhance its reputation as an international leader in the digital and A.I policy landscape.

The National Digital and AI Strategy should also set out a clear road map for the development, both public and private, of the technology economy and its role in Ireland. This will provide greater confidence in the business community and in the general population that Ireland is prepared for, and capable of acting upon, emerging opportunities that technology offers. This includes more efficient public services, stronger infrastructure, reform of aspects of the taxation system, and fostering greater innovation in the economy.

Through decisive, targeted action at home Ireland can position itself on the forefront of the international digital and AI economy, this must be the primary goal of the National Digital and AI Strategy. To deploy AI at greater scale in Ireland, Government would benefit from investments in the energy grid, championing regulatory simplification, incentivising greater numbers of R&D projects, and ensuring robust cybersecurity defences.

As home to many MNCs in these sectors, Ireland can be an early adopter of AI technology and help to shape the international digital and AI policy landscape.

Q. In developing its domestic AI capabilities, what areas should Ireland focus on? Identify top 5 key AI actions/enablers the Government should prioritise to accelerate its AI ambitions (max. 500 words)

- A. Increased digitalisation of public administration services is a key step in creating a more efficient, accessible suite of services for businesses and the public. The Government's current commitment to ensuring that 90% of applicable public services are digitalised by 2030 is welcome, and achieving this is of significant importance. As home to many leading MNCs, Ireland has a unique opportunity to work with industry to develop and roll out world leading public service technology. Further, the Government can strengthen this effort through the creation of a digital one stop shop for businesses and streamline processes and administrative burdens on the business community.
- B. Investing in Ireland's infrastructure will be vital to the successful development of Ireland's AI capabilities. This includes investing in Ireland's electricity grid, completing the deployment of the National Broadband Plan, enhancing the nation's 5G network, and the furthering of connected and digital hubs across Ireland.
- C. Ireland has in recent years derived significant benefits from Government action to foster greater activity in the research and development sector, notably through the R&D tax credit. It is of paramount importance that the R&D tax credit is enhanced in order to continue Ireland's competitiveness and attractiveness regarding the development of R&D projects in Ireland. Increases to the R&D tax credit, and the introduction of a digitalisation tax credit, will result in greater activity in the domestic R&D sector and enable Ireland to be in a position to seize upon emerging technologies and the opportunities they bring. Further, easing the administrative burden on companies engaging in R&D can further progress the goal of creating a vibrant R&D sector in Ireland. It is important that these measures are coupled with regular reviews of the R&D tax credit system in order to ensure Ireland remains internationally competitive.

- D. In the context of advancing Ireland's AI capabilities, it is important that Government regularly engages with industry to identify emerging skills gaps, and the changing impact that AI will have on work. The development of targeted upskilling and reskilling programmes can be enhanced to meet the needs of business and provide important access to talent. Deepening the relationship between industry and academia will also represent a greater opportunity to ensure that the needs of society and the business community are aligned, while also creating further potential of R&D partnerships. As with infrastructure, it is important that Government also remains focussed on the delivery of housing and improved transport in order to attract and retain talent in Ireland.
- E. Enhanced investment levels in Ireland's cyber security infrastructure will provide increased confidence in Ireland's ability to prevent and protect against cyber-attacks and threats. Disruption resulting from cyber-attacks can have significant consequences for the public, SMEs and MNCs alike. By investing in a secure and reliable framework for cyber security in Ireland, the Government can limit the potential harm from economic and societal impacts resulting from cyber-attacks. Providing support, particularly for SMEs to upgrade their cyber security defences will also play an important role in this goal.

Q. Please suggest 5 tangible priority actions the Strategy could include (max. 500 words)

- A. Reducing the administrative burden on the business community with regard to R&D; and a review of taxation processes, can provide for a clear and more competitive environment for businesses to unlock future investments. This is crucial to the continued growth of the economy. Creating a streamlined process through which businesses can engage with authorities will result in the development of timelier completion of administrative regulations, and reduce the number of obsolete requirements placed on businesses.

- B. The National Digital and AI Strategy also presents the opportunity for Government to send a clear message of global leadership on digital and AI matters. Committing to the pursuit of the wider EU simplification process will not only benefit Ireland's economy, but that of the wider EU. In tandem with the development of clear governance frameworks, accompanied by adequate resourcing, set out in the National Digital and AI Strategy, Government can ensure the secure and sustainable implementation of AI technology, and encourage more companies to engage with digital and AI opportunities.
- C. Developing cohesive mechanisms through which all stakeholders across Government, MNCs, SMEs, and the general public share the benefits of AI implementation is an important step in ensuring that digital and AI advancements are balanced and sustainable for the long-term economic and social benefits this technology will bring. Ensuring access to business supports for digital and AI adoption, digital literacy programmes, and the availability of upskilling courses, will be vital components to achieving balanced growth.
- D. Fostering a culture of innovation within the digital and AI sectors will aid Ireland in its goal of achieving leadership in this field. Commitments to develop an AI regulatory sandbox is one such example of action the Government can take to allow for the early and speedy identification of best practices and enhance industry-Government cooperation. Further rollout of testing and innovation sandboxes, across all sectors, can deliver greater and balanced innovation and growth within the Irish economy, strengthening investment trends and creating new start-ups in the business ecosystem.
- E. Government must work in a cohesive way with energy grid operators to deepen Ireland's innovation potential. Data centres play a critical role in Ireland's competitiveness and attractiveness for investment, moreover, with the advent of AI which relies on specialised training centres and data access, Ireland can optimise its potential in this area. However, constraints on access to affordable and clean energy has inhibited growth in Ireland's AI value offering. By working across sectors, in a whole-of-Government manner, Ireland can increase international AI offering, promote clean energy, and improve energy access for the delivery of other critical infrastructure projects.

Q. Given Ireland's ambition as a European regulatory hub, and centre of excellence, what opportunities do you see to improve our digital regulatory framework? (max. 500 words)

As home to many MNCs involved in the digital and AI sectors, Ireland has held a position of leadership as a regulatory hub. It is vital that Ireland continues to strengthen this position of authority and continue to advocate for regulatory policy that fosters greater economic and social growth and investment.

With Ireland in place to take the presidency of the Council of the European Union, Ireland will have direct and important opportunity to shape the agenda for the EU. AI and digital policies can play a vital role in forthcoming policy development, aiding in the goal to build secure and trustworthy systems that will maximise the benefits to Ireland, the public, and other EU Member States. With many of the EU's AI Act's measures coming into effect in August 2026, Ireland has a further opportunity to influence and shape the policies effecting the sector.

Building greater cohesion with international partners, particularly in relation to simplification measures, reducing the administrative burden on businesses, and unifying legal wording in the context of new data laws, can unlock new economic opportunities in Ireland and the EU, and further enhance Ireland's position as a regulatory bridge between the USA and the EU.

It is vital that continued and regular dialogue between industry stakeholders and Government is encouraged, in order to identify emerging risks and opportunities. This is of significant import in the context of the speed at which digital and AI technology is progressing, and at a time of heightened international competition and global investment in these sectors.