



As demand for Alltech's products grew across the European agricultural sector, a centralised hub became necessary to serve all of Europe. In response to this Alltech Ireland opened in 1981 and the Alltech European Bioscience Centre was established in 1999 in Dunboyne, Co. Meath. Alltech Ireland was the first office outside of the United States and the Bioscience Centre was the second of Alltech's three bioscience centres located around the globe. Meath was an ideal choice for the site of the new European hub because of its proximity to Dublin airport, Dublin city and many national universities. It is also unique in that it is home to a fantastic agricultural heritage which makes for an excellent talking point for foreign visitors who are consistently impressed by the fabulous green landscape. The facility, opened on a 120 acre site, has been a major centre for Alltech's European operations from its inception, and has continued to grow to meet the needs of the region.

The facility is located near many of Ireland's internationally renowned universities with which the company has strong ties. This has ensured a steady flow of expertly qualified graduates into the centre. This is essential as some of the most fundamental research that Alltech conducts takes place in the European Bioscience Centre in Dunboyne, Co. Meath. Our core strength, yeast technology, is researched here, where Alltech scientists look at using yeast cell wall components to bind toxins and bacteria that damage the health of animals. Another important role of Alltech's European Research Department is the development of sophisticated tests and assays to satisfy the requirements of the European Union regulatory authorities. This work requires excellent and reliable infrastructure to facilitate Alltech's scientists in producing results of a consistently high standard. The university connection has also contributed to the creation of the Alltech Graduate Research Programme. The laboratories in the Alltech European Bioscience Centre are currently home to a number of Masters and PhD students who are taking part in the programme.

Many of Alltech Europe's marketing initiatives are coordinated in-house at the Alltech European Bioscience Centre. Approximately 20 full time marketing staff including event managers, public relations professionals, marketing coordinators, graphic design artists and brand managers, are based at this facility. Once again, the location and the proximity to a number of large towns and Dublin city has meant that Alltech has always been able to find the best possible candidate to fill these roles. The Dunboyne Marketing Centre also provides support to the European marketing managers, based in the national offices and communicates the corporate marketing strategy to the local teams. Crucial to this is an excellent telecommunication infrastructure, especially fast, reliable broadband which is found in abundance in Dunboyne.

Due to the enormous success of the site and the continued development of the surrounding areas in Meath, Alltech marked its 30th year in business in Ireland in 2011 with plans to expand the facility to allow for future growth. This includes the addition of a European regulatory department and a large expansion in the research capabilities of the centre. Meath's equine connection is also of great benefit to Alltech who have recently announced their title sponsorship of the Alltech FEI World Equestrian Games 2014 in Normandy. The European Bioscience Centre will serve as the main point of activation for their marketing and promotion.