

All-Island Opportunities

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The Vision

“A globally competitive all-island economy characterised by the optimal utilisation of the island’s economic resources to drive competitiveness, growth and wealth creation across the island.”

Opportunities on Your Doorstep

- New Markets
- Technology Transfer
- Research and Development
- Public Procurement
- Supply Chain
- Equity Investment
- Best Practice

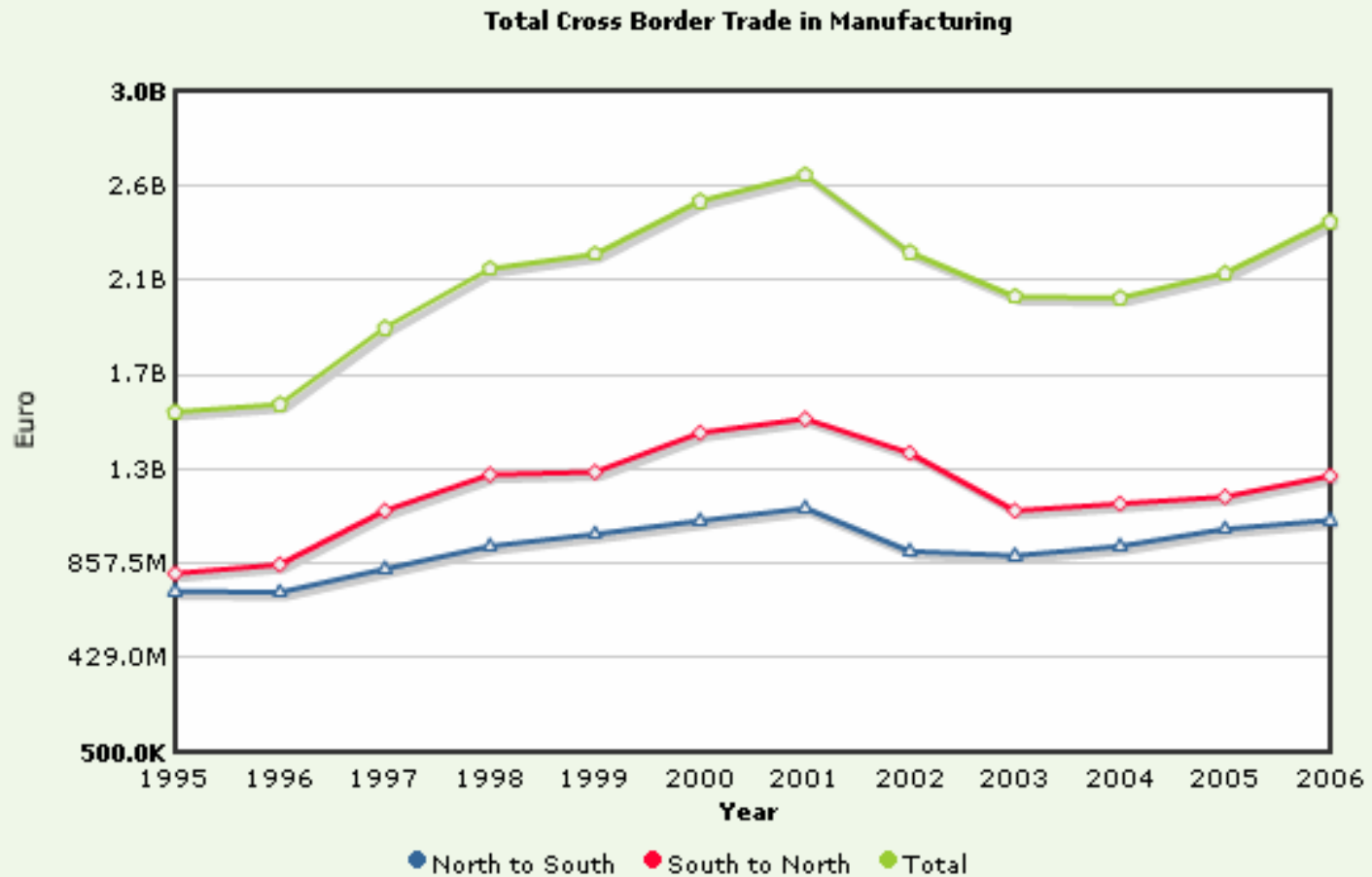
Opportunities on Your Doorstep

- Northern Ireland presents a range of market opportunities
- Complementarity of priority technologies: ICT, Nanotech, Life Sciences, Agri-Food & Aerospace
- Access to world-class R&D skills and facilities:
 - ECIT (QUB)
 - QUESTOR (QUB)
 - Centre for Molecular Biosciences (UU)
- Public procurement: total contracts of c€18bn across island
- Partnering with companies in Northern Ireland provides access to wider UK market

Opportunities on Your Doorstep

- Economic policy in Ireland has delivered a business environment attractive to multinationals – global market on your doorstep
- Pharma: 16 of top 20 companies have operations in Ireland, with exports of €37.5billion in 2004 (44.7% of all exports)
- Medical devices: 10 of top 12 companies have operations in Ireland, with exports > €6billion p.a.
- ICT: 7 out of top 10 companies have operations in Ireland, with technology exports representing >33% of all exports

North / South Trade



InterTradelreland's Value Proposition

Enhance company competitiveness through collaborative initiatives in the following areas:

- Science, Technology and Innovation
- Sales & Marketing
- Business Capability Improvement
- Business Networks

FUSION

Knowledge Transfer Across The Island

FUSION is the first all-island network between industry and academia. The enables knowledge and technology transfer across the island, supporting innovation and increased capability and competitiveness.

FUSION facilitates 3-way partnerships between:

- Companies with technology-based development need
- Third-level Institutes with specific research expertise
- Science & Technology graduates

FUSION

Knowledge Transfer Across The Island

- 206 companies have participated in FUSION
- FUSION generated £42.7m / €57m in business development value to date
- Companies have spanned diverse range of sectors
- Example:

McElmeel Mobility Services & Dundalk IT 





INNOVA is an All-Island Collaborative R&D programme aimed at stimulating, promoting and supporting R&D co-operation between firms, North and South, with the support of public research organisations where required.

INNOVA provides the supportive environment for joint North/South activities among partnerships and networks of private companies (particularly SMEs) seeking to develop new products and processes through inter-firm research.

- 8 all-island R&D Partnerships supported under pilot
- 16 companies involved on North/South basis
- Covers Biotech, Medical Devices, ICT & Food sectors
- Projected revenue stream from initial INNOVA projects over next 5 years is > £16 million
- Represents a huge return on InterTradelreland's initial investment of just over £2 million
- Partner companies will also support these projects with a significant investment of over £3.3m in total

Fusion Antibodies in Belfast and Opsona Therapeutics Ltd – drug development to treat diseases such as MS

Dr Mark Heffernan, CEO at Opsona Therapeutics:

*"Not only has INNOVA raised money for valuable research creating the potential to develop new drugs, it has also enabled us to expand on our existing techniques. Our collaboration with Fusion Antibodies has been **a very positive experience** and we are already starting to get the first results of the research."*

Shane Olwill of Fusion Antibodies:

*"INNOVA has allowed us to solidify links with a very innovative company in the Republic of Ireland. We've long known about Opsona but **we have never had an opportunity or a vehicle to move a project forward with them.**"*

James Bonner, Chief Executive of Itronik Interconnect:

*"We have developed a system based on RFID which involves hospital staff wearing tags to monitor where they are and how long they are in front of a wash station. Two companies had to be involved to develop the uniform with transmitter embedded, and **Innova has made that happen.**"*

Gerry Mullen, Financial Director at Hunter Apparel Solutions:

*"Research projects tend to be long and very costly and if we had tried to fund it from our mainstream activities, from a financial and management resources point of view, **it would never have gotten off the ground.** Innova has allowed us to dedicate resources to supporting this project."*



expertiseireland.com

THE ISLAND'S KNOWLEDGE PORTAL

- www.expertiseireland.com is the gateway to the island's knowledge base
- Designed to provide industry with access to up-to-date details of research expertise, funding information and technology transfer opportunities available across the island of Ireland

Danny McCoy, Director of Policy at IBEC:

*"With access to more than 5,000 experts **the portal is an important business tool** and is helping to promote and provide the innovative environment that is vital to improving Ireland's economic productivity and prosperity levels".*




expertiseireland.com
THE ISLAND'S KNOWLEDGE PORTAL

- 15 participating institutions
- >5,500 expert profiles
- 327 research centres
- 70 technology transfer opportunities
- Searchable funding database: identify appropriate sources of funding on a local, national and European basis
- Registered users from island, UK, EU & USA
- >41,000 visits to site per year



- InterTradeIreland Acumen programme (co-funded by Invest NI & Enterprise Ireland) has been created to stimulate cross-border trade
- Acumen assists SME's in identifying, creating and developing new business contacts, achieving sales & building new sustainable business
- 3 main supports:
 - practical consultancy support
 - financial support towards appointment of sales person
 - Prospector support for appropriate contractual rep in target market

- Agreed support for 274 companies
- Generated additional sales of £30.5m / €40.7m
- A number of companies have embarked on Acumen programme since Dublin Bridging the Border event (April 07)
- Example: Hot Irishman 



The MicroTrade programme promotes cross-border trade and business co-operation specifically within the micro-business sector. The programme is a three-way partnership between Inter *Tradel* Ireland, the City and County Enterprise Boards in Ireland and Enterprise Northern Ireland.

MicroTrade operates on two levels:

- Building an all-island network of micro-enterprise support bodies
- Offering a range of supports directly to micro-enterprises who want to develop their businesses into the adjacent market

Supports offered:

- Networking events
- Link-Up Funding: companies working jointly to develop or market products or services - Stg£5,000 or €7,500
- Market Entry Assistance: support development of sales and business opportunities in a cross-border market - Stg£1,000 / €1,500
- Tender Support: training for small businesses tendering for public sector contracts
- Online Cross-Border Trade Guidelines: practical answers to FAQs from small businesses beginning to trade cross-border (www.microtrade.org)

Go Tender

Go Tender aims to enhance the skills, expertise and efficiency of those who wish to target the public sector.

This is achieved through an intensive two day workshop and one-to-one mentoring sessions where companies are taught how to negotiate the bureaucracy involved by using live tenders.

Go Tender generated £15.4m / €20.5m in business development value.

All-Island Networks

Inter *Tradel* Ireland's key strategic objective is to increase the number, effectiveness and value of all-island trade & business development networks.

Networks supported by Inter *Tradel* Ireland encompass those industries at core of knowledge economy:

- BioMedIreland: all-island health & biotechnology network
- All-Island Software Network: embraces ICT sector
- All-Island Polymer & Plastics Network: working to drive competitive performance through all-island collaboration

All-Island Networks

- Industry-led networks
- Sectors North & South face common competitiveness challenges
- Companies define activities in areas that deliver business benefit
- Networks provided with a dedicated resource
- Supported by Inter *Tradel*reland's range of network enabling tools

Key Message

There are a wealth of opportunities on your doorstep and wide-ranging supports available to facilitate all-island partnerships.

please visit our website
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www.intertradeireland.com

or call us on
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