

# All-Island Opportunities

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# The Vision

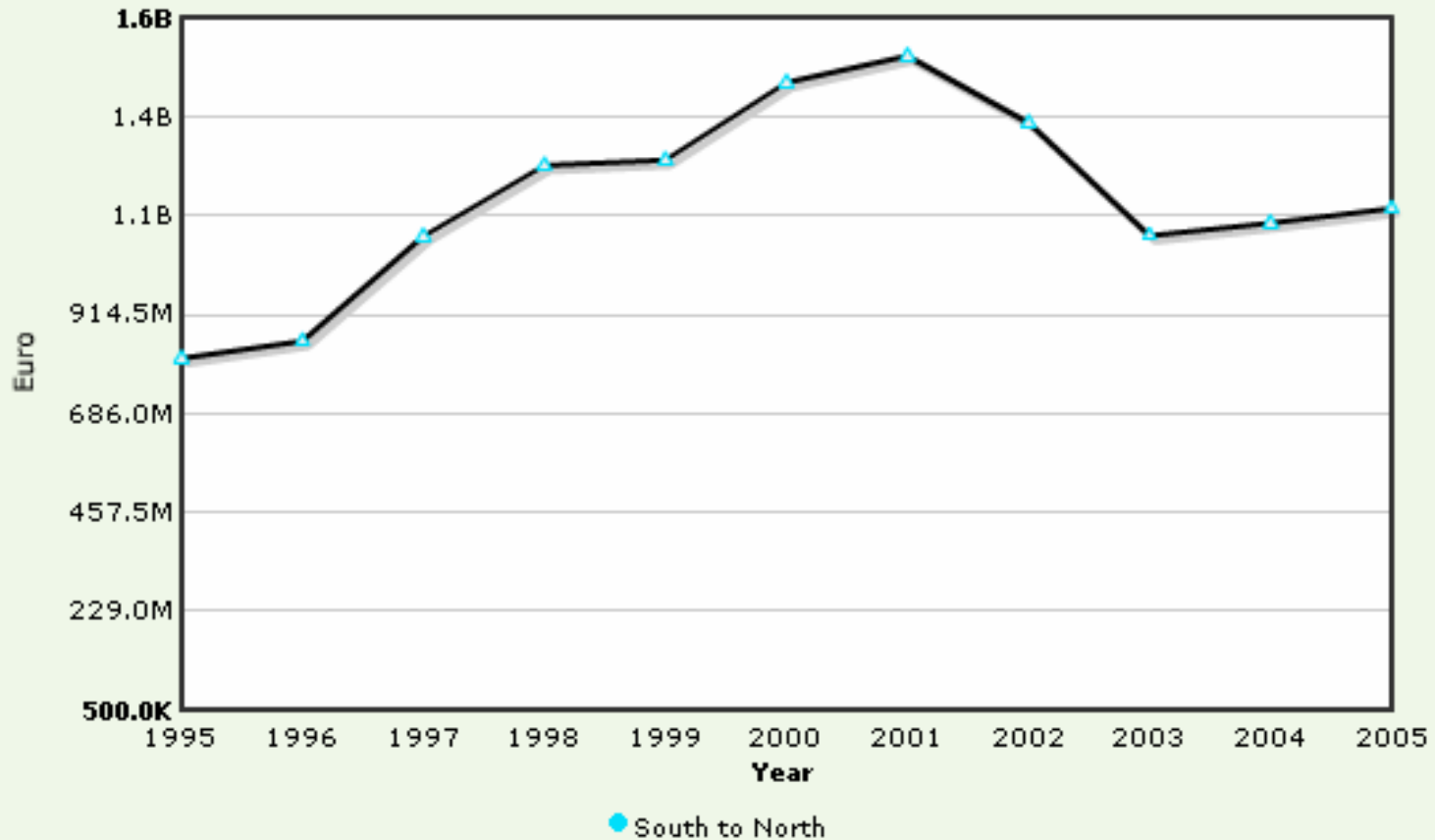
“A globally competitive all-island economy characterised by the optimal utilisation of the island’s economic resources to drive competitiveness, growth and wealth creation across the island.”

# Opportunities on Your Doorstep

- 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€15bn across island
- Partnering with companies in Northern Ireland provides access to wider UK market

# South to North Trade

Total Cross Border Trade in Manufacturing



# InterTradelreland's Value Proposition

Enhance company competitiveness through collaborative all-island initiatives in the following areas:

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

# 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
- North West Science & Technology Partnership



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 > €23.5m / £16m
- 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

Rococo Software (Dublin) & Aepona Ltd (Belfast) – project in telecoms area

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."

# 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*

## Benefits:

- Companies – solution to technology-based need
- University/College – enhanced business relevance
- Graduate – industry-based training & experience
- Support:
  - up to £61,500 / €92,250 per project
  - 50% of graduate employment costs
  - Training costs
  - Academic support

# FUSION

*Knowledge Transfer Across The Island*

- 200 companies have participated in FUSION
- Since 2001 FUSION generated €37.5m / £25m in business development value
- Companies have spanned diverse range of sectors
- Examples:
  1. Pressure Hydraulics Ltd (Carlow) & QUESTOR (QUB):  
To develop added value environmental filtration solutions for the pharma-chemical and machining industries.
  2. McElmeel Mobility Services & Dundalk IT 



**expertiseireland.com**

THE ISLAND'S KNOWLEDGE PORTAL

expertiseireland.com is the gateway to the island's knowledge base - the most advanced on-line portal of its kind in Europe. It has been 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

- 14 participating institutions
- >5,250 expert profiles
- 315 research centres
- 38 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
- >21,000 visits to site per year



- InterTradelreland Acumen programme 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: new market entry
  - Marketing/Sales salary support: already established cross-border market entry
  - Prospector support: appropriate contractual representative in target market

- >200 companies have been supported
- Generated additional sales of €34.5m / £23m
- Examples:
  1. Donegal Carpets used Prospector to generate sales in Northern Ireland, incl residential, industrial & commercial clients

“We learned that we didn’t need a full-time salesperson but had the right product to incentivise a commission-paid part-time sales resource.”
  2. 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 InterTradeIreland, 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 range of supports directly to micro-enterprises who want to develop their businesses into the adjacent market

## Supports offered:

- Networking events: MAIN (Microtrade All-Island Networking) event - 430 delegates April 2006
- Link-Up Funding: companies working jointly to develop or market products or services - Stg£5,000 or €7,500
- 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](http://www.microtrade.org))



InterTradelreland Network+Getwork Programme is a trade development initiative which assists companies explore cross border business opportunities with some of the island's largest procurement organisations.

Run in partnership with Dublin and Northern Ireland Chambers of Commerce, the aims of programme are to:

- Allow companies, primarily SMEs, to meet with large buyers and develop selling opportunities
- To provide buyers with a wider purchasing base

Network&Getwork has generated >£2m in business development value.

# Go-Tender Programme

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.

Since 2004 Go Tender generated £11.8m / €17.3m in business development value.

# 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  
@  
[www.intertradeireland.com](http://www.intertradeireland.com)

or call us on  
048 3083 4100