

Driving Business Growth through Research and Innovation

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Take home message

Open for business

Promising market led research projects

Company expansions and new jobs

New start up opportunities

It's about Jobs and Economic Impact

Enterprise Ireland has offices and affiliates in over 60 countries



To support industry to increase exports, jobs and improve prosperity in Ireland

Americas

- Boston
- New York
- Silicon Valley
- Toronto
- Sao Paulo

SEMEA

- Dubai
- Madrid
- Milan
- Riyadh
- Johannesburg

Northern Europe

- Amsterdam
- Brussels
- London
- Paris
- Stockholm

GCEE

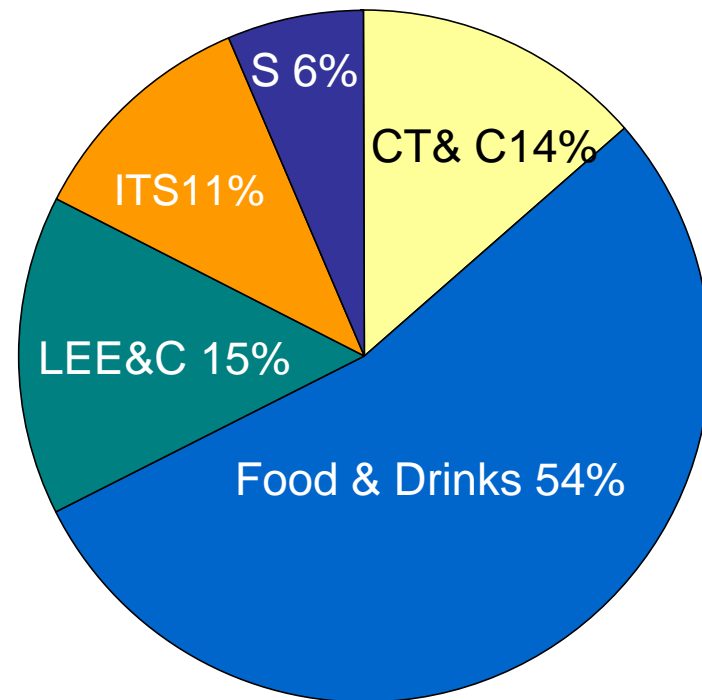
- Budapest
- Moscow
- Prague
- Warsaw
- Düsseldorf

Asia-Pacific

- Beijing
- Shanghai
- Singapore
- Hong Kong
- Tokyo
- Seoul
- Sydney
- New Delhi

Ireland's most important indigenous sector

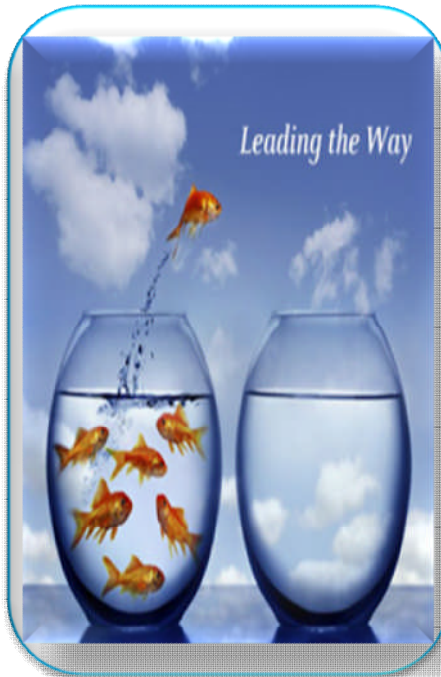
- Food Industry largest indigenous sector
- Sector exports to over 170 countries
- Export sales €8.6 billion
- EI clients delivered €750m
- EI invests ~ €15m in Food & Beverage client companies annually
- 25 companies generate 80% of the food exports



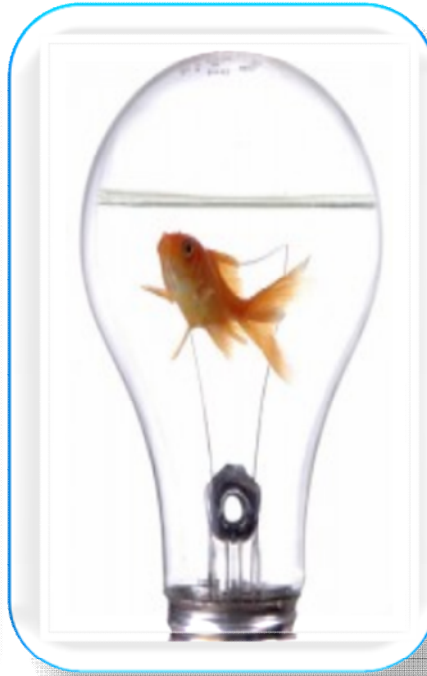
Client exports 2011

Four Key Pillars to enable growth

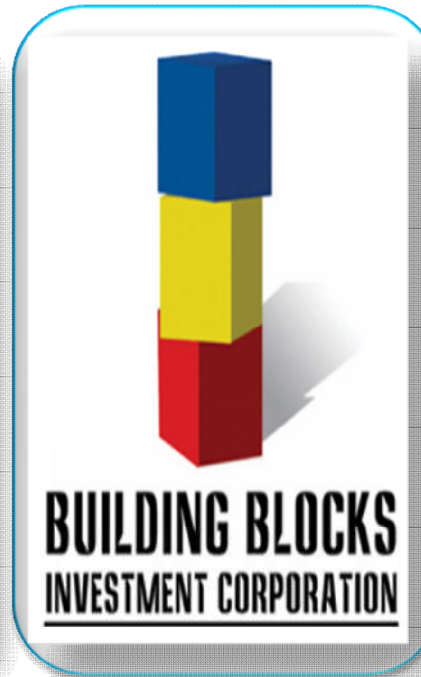
LEADERSHIP



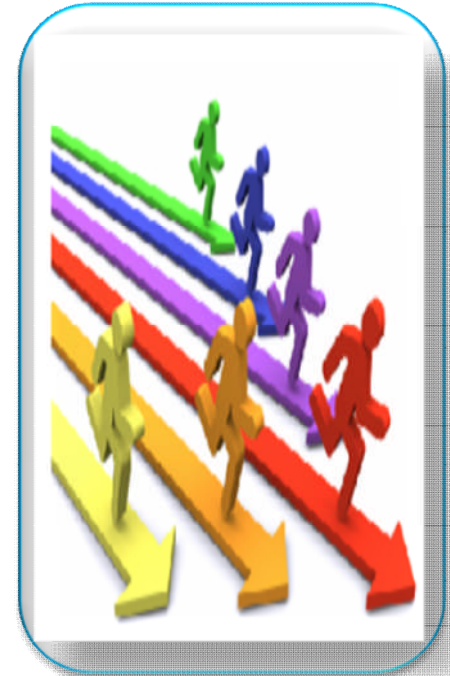
INNOVATION



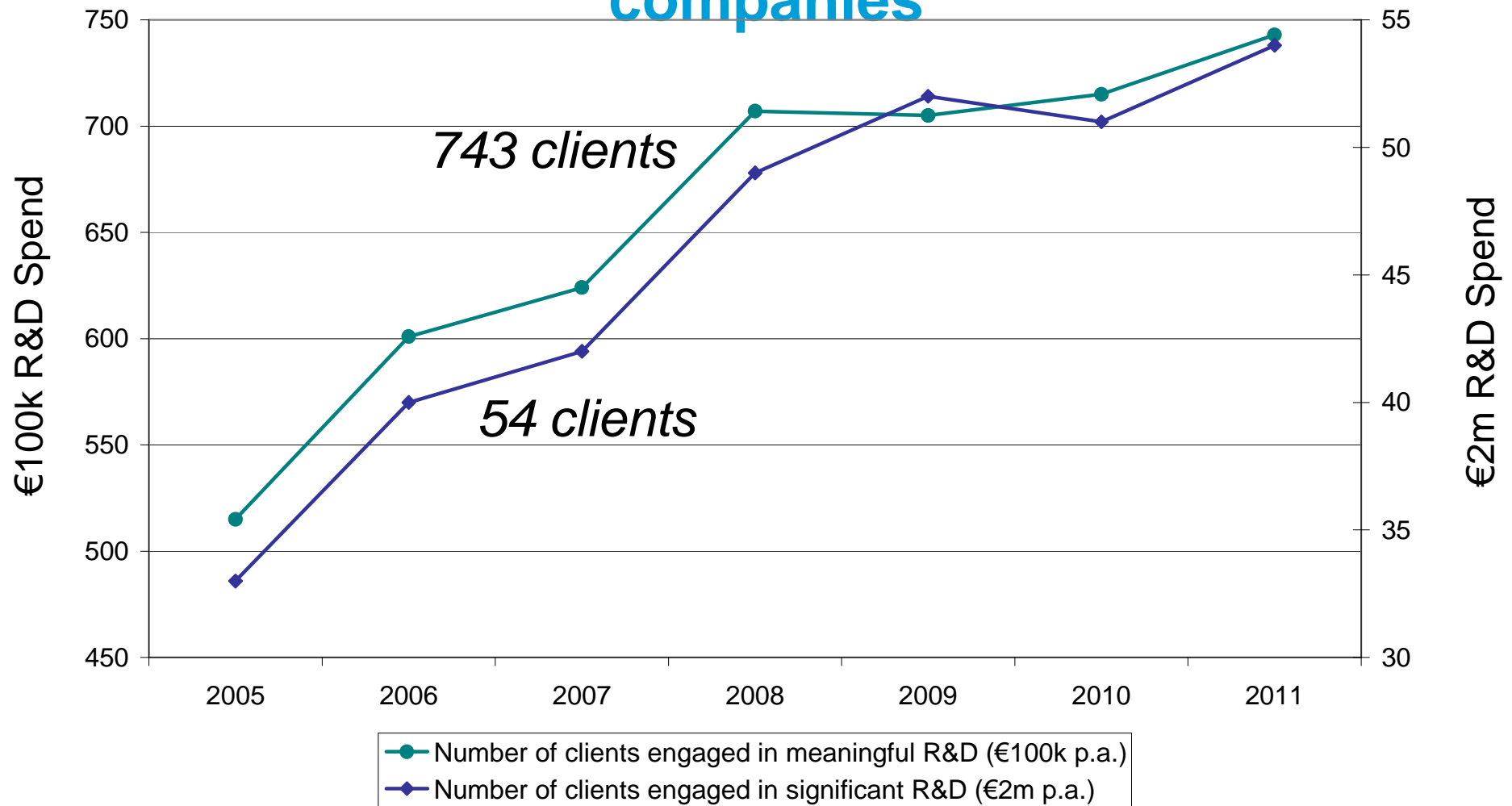
EXPANSION



COMPETITIVNESS



Growth in R&D performance of EI client companies



Source: Enterprise Ireland Annual Reports; 2005-2011

Why locate in Ireland?



PEPSICO

“The ongoing success of our operations in Ireland represents a springboard for business expansion. Having seen at first hand the tremendous work and results achieved by the Ireland R&D team over the past five years, our new state-of-the-art facility will help ensure PepsiCo is better placed than ever before to deliver breakthrough innovation globally.”

Mike Engler, Senior VP and General Manager,
PepsiCo Worldwide Flavours (April, 2012)

Engaging in Research and Innovation



Technology Centres – industry-led research in emerging technology sectors

EU, FP7 and ESA – access funding and research partners across Europe

Applied Research Enhancement Centres – collaborate in clusters of companies and access equipment and technology

Innovation Partnerships – up to €250,000 available for collaborative projects between companies and research teams in Higher Education

The R&D Fund – grants for inhouse R&D projects, small and large, and collaboration bonuses for company-to-company collaboration

R&D Advocates Scheme – Assistance to explore how R&D can help your business and help you get involved in R&D

Innovation Vouchers - €5,000 for small companies to get innovative solutions to technical and business challenges

Exploring the opportunity

- R&D Stimulation
- R&D Advocates
- Going Global funding
- Technical Feasibility
- Innovation Voucher



Think you could win business overseas? Enterprise Ireland's Going Global Fund can help you.

Going Global is a fund relaunched by Enterprise Ireland to help locally trading businesses capture growth opportunities overseas.

The current call for applications closes on Monday 13 June 2011. If you have a locally trading business and you are interested in growing internationally then contact Enterprise Ireland at going.global@enterprise-ireland.com or 01-7272100.

Applicants must have annual sales of greater than €1m or more than 10 employees.



www.enterprise-ireland.com

Engaging with our 3rd Level Institutes



- **Technology Centres and ARE Centres** (~€1 million per annum over 7 years)
- **Industry Led Research projects** (~€1-2 million over 2-3 years)
- **Innovation Partnerships** (~€6.5m annually, ~ 55 companies)
- **Innovation Vouchers** (Once off payment of €5K)

Ireland's R&D Strengths

Particularly strong in.....

- food processing technologies
eg dairy powder technology and non-thermal processes
- food science and innovation especially ingredient development, and relevant to all of the major industry sectors
- food health and research especially in relation to nutrition, new ingredients to enhance health and the influence of gut microflora on health
- food business and consumer science food safety and the identification, detection and control of food-borne pathogens and spoilage organisms



Innovation Vouchers



IslandSeaFoods Ltd.



Flavoured Mackerel products

- Linkages
- €5K
- 3rd level
- Problem/New
- Cluster
- Co-Fund

Innovation Partnerships

The Basics

- New novel products, processes
- 25-80% support
- Academic lead
- Average €130K
- Monthly call

The best projects

- Robust IP
- Commercial Opportunity
- Route to market
- Company Champion
- Institute commitment
- Genuine match of skills and need

96% of companies would recommend this programme to other businesses

Recent IPP approvals

- Better online analysis of potential contaminants
- New Free-From Products
- New on the go product range
- Low fat confectionary
- Energy efficient production

71% of participant companies surveyed said that their objectives were largely or fully achieved

Driving In-house Innovation



Innovation Ireland

ENTERPRISE IRELAND

R&D

**Want to talk to a global audience?
Then talk to us about R&D.**

R&D is proven to be a key ingredient in making companies become more competitive. This makes your products and services more attractive to international clients, which means more sales leads and more new business.

So, no matter what sector you're in – from software and service companies to manufacturers – R&D support from Enterprise Ireland is the smarter way to get your company talking on a truly global stage. Funding of up to €450,000 is available to help Irish companies invest in R&D to increase sales and profitability.

Call: 727 2224
www.enterprise-ireland.com/innovate

INNOVATION IRELAND

Small R&D: Up to €150K

Large R&D: Up to €650K

Small	Medium	Large
Up to 45%	Up to 35%	Up to 25%

Adding value for the Customer

Marks & Spencer reported a rise in sales in the first quarter of the year, driven by its food business

“Only at M&S”

*The retailer attributes the growth in food sales to the launch of **500 new food products** during the quarter and its Dine in for £10 promotion*

*Offering M&S customers more choice, **innovation** and great **value** for money*

Sustainable Innovative Companies : Key Features

Innovation

Customer-centric
Structured Innovation Process

Strategic

Leverage within value-chain
Recurring, repeatable revenue
Substantial Business Plan
Roadmap to scale

Marketing

Clear value proposition
Quality customer list
Knowledge of competitors
Strong domain knowledge
Avail of all channels to customers

Management

Key people as leaders:
Driven, Ambitious and Visionary
Balanced management team
Openness to external influencing
Board experience in emerging challenges
Competent in acquisitions

Production

Highly effective delivery
Deep production / operational competence
Outsourcing of non core activities
Strong logistics management

Finance

Strong financial controls
Ideally profitable and cash positive
Engaged in high margin activities
Clear funding path for roadmap
Willing to engage with investors & lenders

Recent Successes 2012

- Kerry Foods to set up a €100m Global Technology and Innovation Centre in co. Kildare creating 900 new jobs
- Dawn Meats invests €14.5m and creates 65 new jobs to service a McDonalds contract worth €300m.
- Irish Distillers creates 60 new jobs in a €100m expansion of the Jameson Distillery in Midleton, co. Cork
- Carton Brothers expands poultry processing plant and creates 50 new jobs
- Danone Baby Nutrition creates 45 new jobs in a €20m expansion of their Wexford based Infant formula manufacturing plant.

Thank You!

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