ENTERPRISE IRELAND
where innovation means business

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What we do?

We enable innovative Irish companies become leading global players in markets worldwide

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Who we work with?

- Technology
- Life Sciences
- Food & Manufacturing
- Services
- Engineering

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How we work?

4
Strategic
Pillars

SCALE

ANTICIPATE

INNOVATE

START

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“Harnessing”

In Company

- Product
- Process
- Organisational

INNOVATION

- Universities & Colleges
- Cross Sector Projects
- New Companies

Collaboratively

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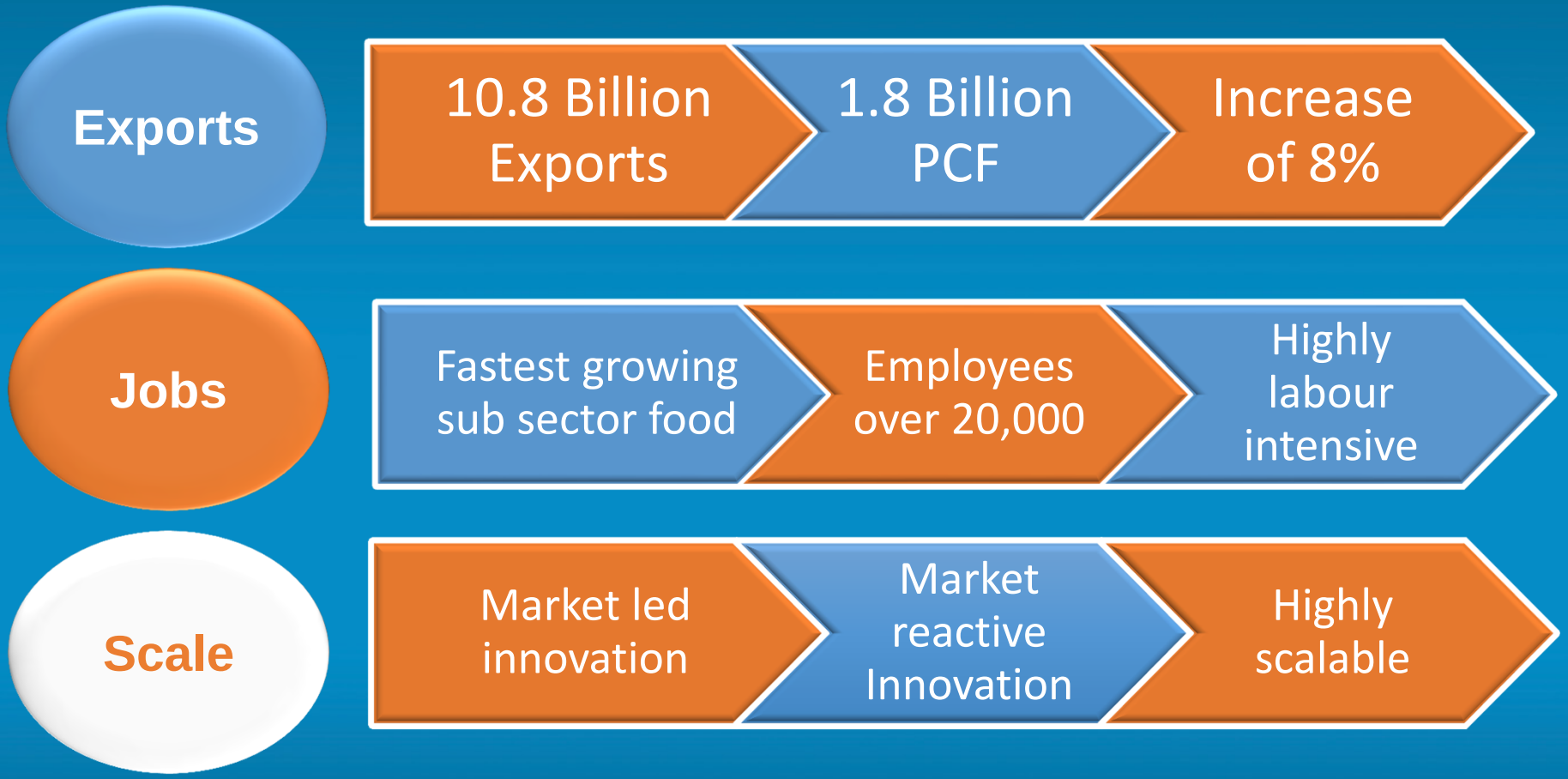
Todays Focus…..

“Prepared Consumer Foods” and the development of a tailored innovation strategy for global growth

Why PCF – 3 Reasons



Why now?

Sector Driven

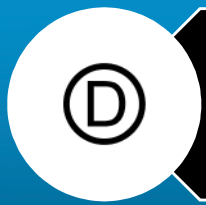
- Dairy
- Primary Meats
- Prepared Consumer Foods

10 Year Vision of Sector

Sector will create 7,500 jobs to reach 28,100 employed

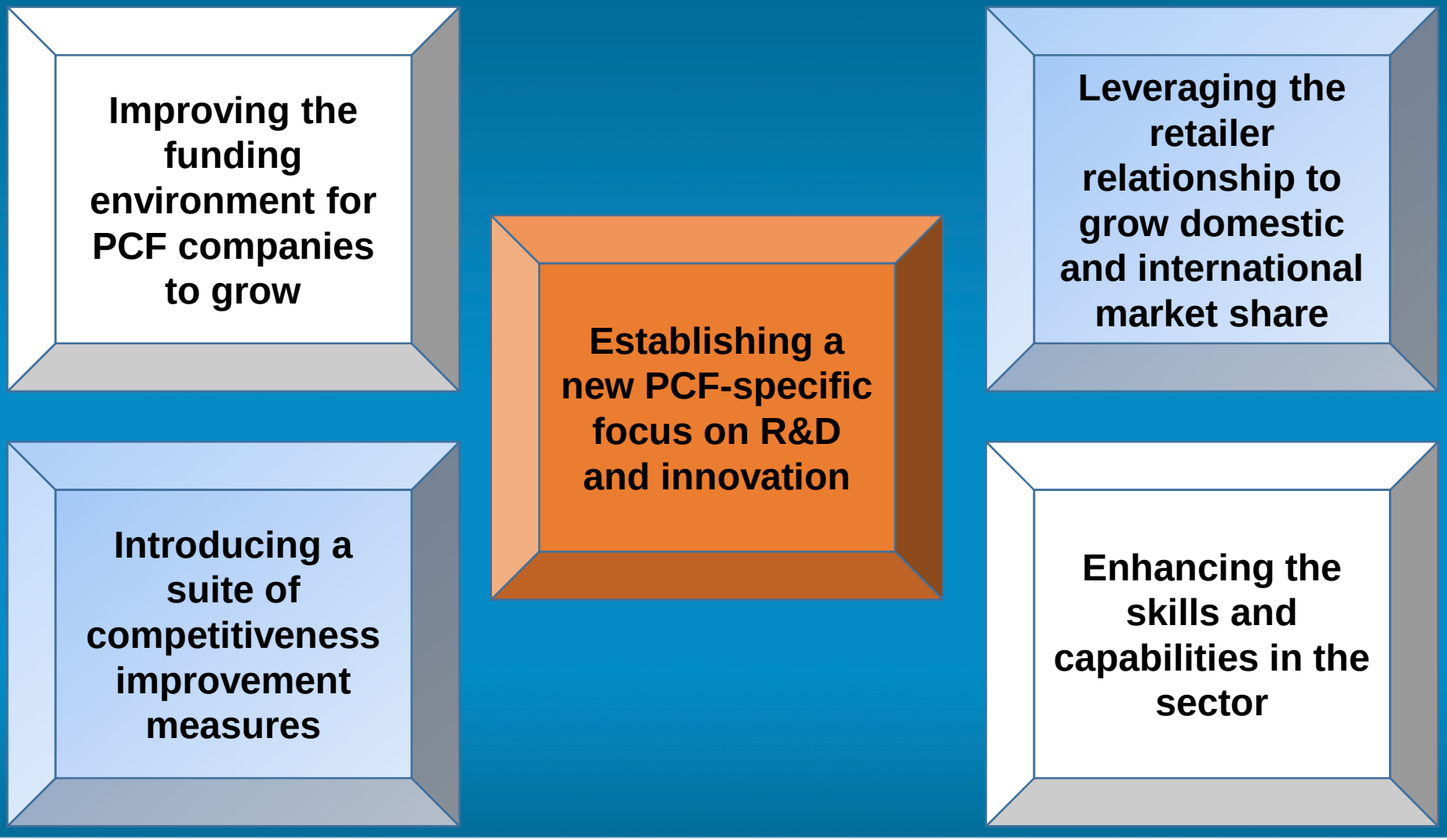
Increase exports by 74% to €3.74 billion

Increase its share of the critical domestic market by 25% to €3.1 billion



Reduce share on imports in the domestic sector by 10%

Mission


Improving the funding environment for PCF companies to grow
Establishing a new PCF-specific focus on R&D and innovation
Leveraging the retailer relationship to grow domestic and international market share
Introducing a suite of competitiveness improvement measures
Enhancing the skills and capabilities in the sector

“Establishing a new PCF-specific focus on R&D and innovation”

Market-driven Innovation is at the heart of gaining competitive advantage in business and winning in export markets

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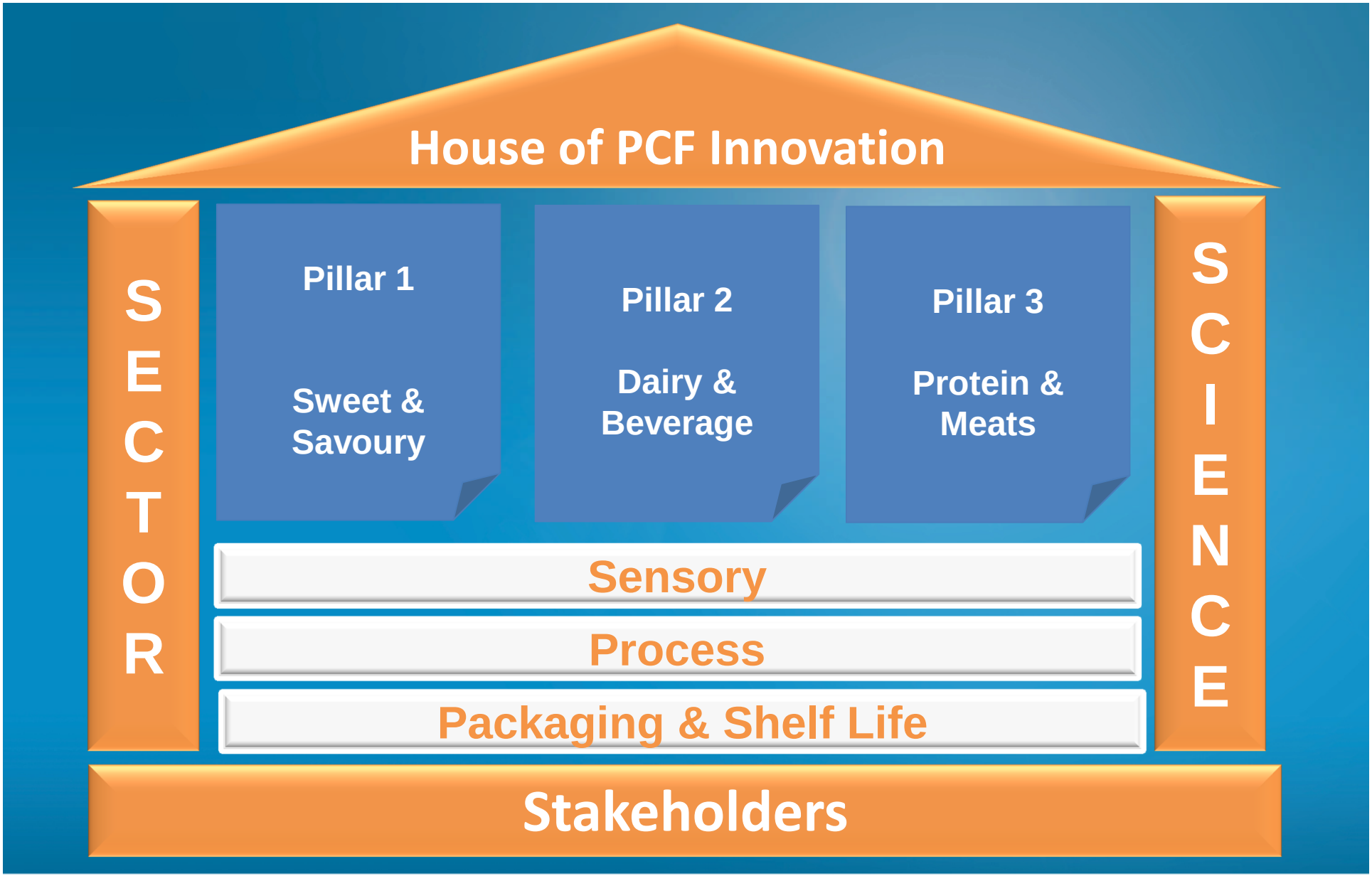
House of PCF Innovation
SECTOR
Pillar 1
Sweet & Savoury
Pillar 2
Dairy & Beverage
Pillar 3
Protein & Meats
SCIENCE
Sensory
Process
Packaging & Shelf Life
Stakeholders

TALENTED PEOPLE

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1st

1st in EU for completion of third-level education

1st

1st in the world for availability of skilled labour

1st

1st for flexibility and adaptability of workforce

2nd

2nd in the world for the openness of the national culture

3rd

3rd in the world for labour productivity

35

Population median age – youngest in the EU

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Thank You