

Inside-Out Project

An overview of SME supports from InterTradeIreland

Date: 21st February 2018

Intelligence · Funding · Contacts



intertradeireland.com

Energise your business



About InterTradeIreland

Who We Are

InterTradeIreland is a Cross-Border Trade and Business Development Body funded by the Department of Business, Enterprise and Innovation in Ireland and the Department for the Economy in Northern Ireland.

Established under the terms of the 1998 Belfast (Good Friday) Agreement.

Who we work with

- Manufacturing & Tradable Services Companies
- Typically ambitious SMEs who have a satisfactory trading record

Intelligence

Research Reports, Trade Statistics, Business Monitor, Market Knowledge, Academic & Graduate Knowledge and Expertise



Funding

Sales Growth, Innovation, Research, Specialist Expertise



Contact

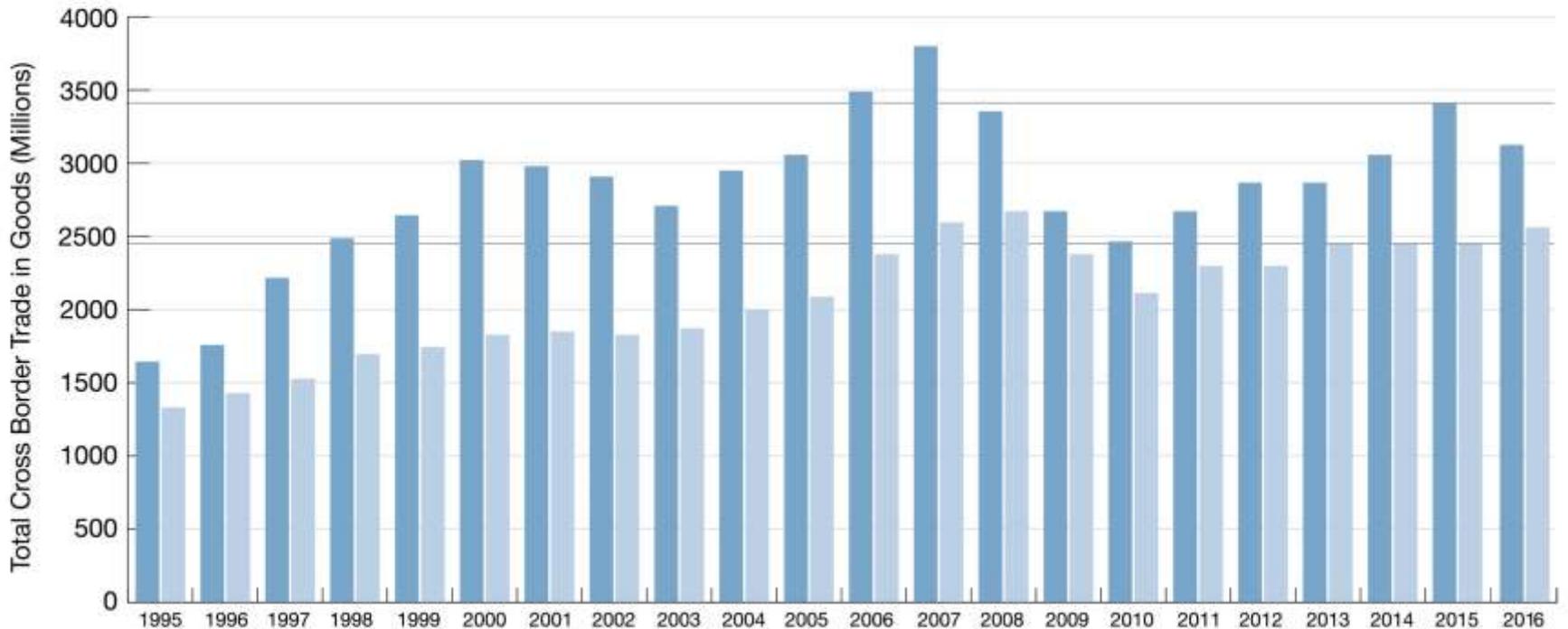
Conferences, Workshops, Seminars, Masterclasses



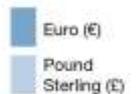
North South Economic Co-operation

- Funded by both governments
 - Supporting SMEs
 - Focus on trade and innovation
-
- ☑ **36,800 companies assisted**
 - ☑ **7,400 companies in programmes**
 - ☑ **12,400 jobs created & protected**
 - ☑ **In excess of £974m in Business Development Value**

Importance of Cross Border Trade



- There has been on average a 4% year-on-year growth on cross border trade in goods over the 20 years
- 2016 is comparable with the rate of cross border trade pre recession peak



Cross-Border Goods Trade by Sector

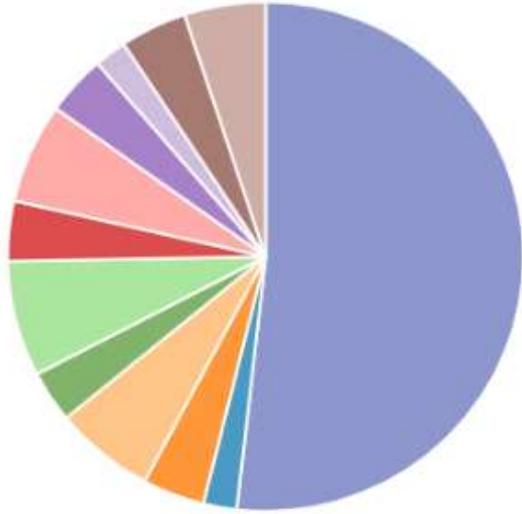
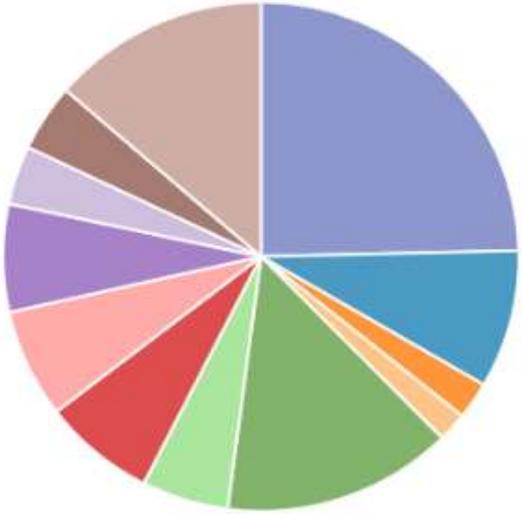
Total share (%) by sector

€ Euro £ GBP

2015

Trade share (%) by sector (S-N)

Trade share (%) by sector (N-S)



Total cross-border goods trade by sector

Food drink and tobacco	1233.21m
Textiles clothing leather	139.99m
Wood and wood products	98.51m
Pulp paper and publishing	136.5m
Chemicals and chemical products	227.75m
Rubber and plastic products	197.1m
Non metallic mineral products	151.84m
Basic metals and-products	196.38m
Mechanical Engineering	149.2m
Electrical and optical equipment	80.16m
Transport equipment	126.25m
Manufacturing not elsewhere	251.38m
Total	2988.27m

See How We Can Help

Join the many businesses that have benefited from our range of services.



Range of Services

Brexit Advisory Service



Helping business navigate Brexit

Cross-Border Sales



Business growth close to home

Innovation



Unlock a bright future

Raising Finance



Help to attract funding

Tendering Successfully



**Discover
tender success**

Business Intelligence



Tap into business and policy intelligence



BREXIT ADVISORY SERVICE

Helping Business Navigate Brexit

✉ brexit@intertradeireland.com
intertradeireland.com

Supports

- Access to FREE specialist advice through Brexit Start Planning Voucher
- Brexit Events
- Help to access information on possible product tariffs
- Business planning guidance
- Signposting to wider InterTradeIreland programmes and other agency supports
- Latest Brexit news and updates

DO

PLAN

How might your business be impacted by potential changes in:

- Supply Chain
- Market Access
- People
- Finance

under different deal scenarios.

ACT

- Build Margins
- Innovate
- Develop capabilities
- Value adding relationships
- Attend seminars and industry events

ENGAGE

Engage with InterTradeIreland:

- Brexit Advisory Service
- Start to Plan Vouchers
- Brexit Events
- Research & News

Engage with Others:

Employees', Customers, Suppliers, Development agencies, Politicians, Representative bodies, Finance providers.

DON'T

- Become distracted by Brexit - business as usual comes first
- Act upon every minor development in negotiations
- Ignore Brexit and assume it won't impact your business

Sales Growth On Your Doorstep



Sales Growth On Your Doorstep

c€39m Sales Achieved
in Last 2 Years

Getting Started
€1,200
Professional
Advice

Finance
Tax
Currency

Sales Plan
€6,000*
Consultancy
Support

Targets
Pricing
Market Size

Sales Person
50% Contribution
€18,750
Capture Sales
Cross-Border

Your route map
for sharing in
this success

Sales Growth On Your Doorstep

Acumen

Assistance to source and fund the right person to help develop your cross-border sales.

Elevate

Bespoke consultancy for your business to help you develop a winning sales plan. Designed especially for micro businesses.

Trade Accelerator Voucher

Financial support for professional cross-border advice.

Simple Guide to Cross-Border Business

Free guide available to download from our website.



Acumen

PHASE 3 IMPACTS & RESULTS

- Phase 3 generated total sales of Net additional sales of £52.4m (circa £18.5m net additional GVA)
- ITI Return on Expenditure of £18.4:£1 (£6.4:£1 net GVA)
- 172 additional jobs and 65 safeguarded jobs
- Phase 4 on track to achieve net additional sales of £56.1m
- Additionality – The programme is performing better than many other '*Business Development and Competitiveness*' interventions in UK regions
- Programme is well managed by Managing Agent and ITI

Case Study – Sales & Marketing Support

McCormack Farms, Co. Meath

Kiltale-based McCormack Farms, grows and packs fresh salad and herbs.

The **Acumen** programme was an opportunity for McCormack Farms to dedicate a resource to looking into its nearest export market, Northern Ireland.

They now carry out 10% of their business in Northern Ireland and supply to Hendersons through a distributor.

*“I would say that since we completed the **Acumen** project, we have gained 25% more business as a result of what was undertaken.”* Stephen McCormack



Case Study – Sales & Marketing Support

Cimpina, Belfast

Cimpina - family run fabrication & welding company based in Belfast.

Cimpina has increased its business by more than 20% as a result of **Acumen**.

Acumen helped them to modernise systems, become more efficient and more connected internally, as well as to introduce new systems and structures to support their growth.

CIMPINA

ENGINEERING \ EXCELLENCE



CURRENT PHASE IMPACTS & RESULTS

- Interim Evaluation (2016) reported net additional sales of circa £1.74 million for a sample 40 participant businesses – on average £43,500 additional sales per business.
- 72% were categorised as first-time exporters.
- The 40 businesses surveyed reported 20 new jobs and 13 jobs sustained.
- 95% of participant companies were either satisfied or very satisfied with all aspects of the administration and management of the programme.

Case Study – Sales Development Support

Sweet Spot Sourcing, Co. Kildare

SWEETSPOT SOURCING

Offering Quality Manufacturing in Asia & Europe

The company specialise in Product sourcing and manufacturing, promotional products and consultancy.

Elevate has allowed the firm to enter the NI market with foresight, rather than on a speculative basis and, as a result, their business is more profitable.

‘The thoughts of entering a new market were daunting, so having our **Elevate** consultant in place, who was based in Northern Ireland and had experience in generating leads there, made it much more attractive and achievable for Sweet Spot.

‘Starting from scratch in just ten months, the programme has helped us to build a channel of potential cross-border work that is valued around £50-£80k, with some leads on a short to medium timeline and others on the longer finger.’

Fiona Craul Co-Founder



The Key to Innovation Success



intertradeireland.com

Unlock a bright future

The Key to Innovation Success



Develop

a culture of innovation.

CHALLENGE

Cultivate

leaders & empower employees.

ALL-ISLAND INNOVATION PROGRAMME

Differentiate

yourself in the market.

FUSION

Access

R&D European Funding.

HORIZON 2020



The Key to Innovation Success

FUSION

Funding for collaborative innovation partnership between an SME, an academic and a graduate

Challenge

Innovation process to help bring ideas to market quicker, cheaper and with a greater chance of success

Horizon 2020

Help to access €80bn European research funding

US Ireland R&D Partnership

Linking with the US for collaborative research

All-Island Innovation Programme

Innovation seminars, master classes and conferences



FUSION

CURRENT PHASE IMPACTS & RESULTS

- 172 programme participants over the last 3 years.
- Generating over £90million in net additional sales in the last 3 years from companies monitored having previously completed during 2013-2015.
- Average business development value of £750k per company .
- Jobs impact: 700

Case Study – Innovation Support

Tyrone Fabrication, Tyrone

Engineering company, based in Ballygawley who produce a wide range of advanced steel equipment enclosures for the transportation, communications and power supply industries.

Through **FUSION**, they employed a graduate & worked with Dundalk Institute of Technology.

The collaboration enabled the development of a range of Hybrid Power Units, aimed at providing a constant power supply to telecoms base stations, especially in remote locations.

Michael Montague, general manager at TFL, explained: *“Without the assistance from the FUSION project, we would not have had the time or resources to be able to dedicate a full time member of staff to R&D and successfully bring this project to market. In addition, we simply didn’t have the necessary skills or in-house expertise to turn the initial idea into reality.*



Case Study – Innovation Support

Complete Laboratory Solutions (CLS), Co. Galway



The company undertakes multi-disciplinary laboratory sampling, testing and analysis for a range of industries.

With support from **FUSION**, they wanted to develop a more detailed testing and analysis system for fuel-related samples. The system has since been accredited by the Irish National Accreditation Board and achieved ISO 17025.

“This innovation has made the company more profitable and has secured CLS’s standing as a leader in its field. Thanks to the project’s success, we hope to increase revenue streams and grow our market share across the board.”

Caecilia Terloh, Director



Succeed In Raising Finance



intertradeireland.com

Help to attract funding

Succeed in Raising Finance

Funding Advisory Services

Funding advice for early stage companies and established businesses.

Seedcorn Competition

With a total cash prize of €280,000 - the Seedcorn process helps early stage companies become investor ready.

Business Angel Funding

Access to the key Angel Investors and Syndicates across the Island.



Discover tender success



intertradeireland.com



Discover tender success

Information and Advice

Category briefings; trends and emerging issues workshops; tender guides; videos; presentations & FAQs.

Supplier Engagement/Meet the Buyer Events

Unique access to key public sector buyers on a regional & sectoral level.

Go-2-Tender Programme

Tendering skills workshops to suit the needs of SMEs ranging from beginners to those wanting to further refine their skills.

Bespoke Mentoring Support

Delivered on-site to reinforce workshop learning to get SMEs bid ready.

Improve Your Business Intelligence



intertradeireland.com

Tap into business and policy
intelligence

Improve Your Business Intelligence

Business Monitor

Inform your thinking with the largest all-island business survey on sectoral economic trends.

Research Reports

Extensive library of detailed research reports on key business topics.

Trade Statistics

Interact with our unique cross-border trade statistics web tool.



Co-Innovate Programme



Co-Innovate Programme Road Map

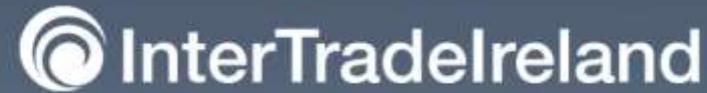


Co-Innovate Programme

Co-Innovate is a partnership programme supported by £16.6 million funding from the European Union's INTERREG VA Programme, managed by the Special EU Programmes Body. Co-Innovate will help businesses harness ideas to:

- Work smarter
- Equip you for future challenges
- Add value to your business
- Stand out from the competition
- Boost your bottom line

With Co-Innovate, companies can learn about the benefits of innovation, identify opportunities for growth and create a vision to make it happen.



Find Out More
intertradeireland.com

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