

BMW Regional Assembly Conference

All Island Business Opportunities

**Liam Nellis
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InterTradelreland**

InterTradeIreland

The Belfast Agreement, 1998.



Six Cross-Border Bodies



InterTradeIreland



“A Body to exchange information and co-ordinate work on trade, business development and related matters, in areas where the two administrations specifically agree it would be in their mutual interest.”

Benefits of All Island Collaboration

- Create gains in trade and investment.
- Generate economies of scale.
- Deliver more efficient and effective public services.
- Promote wider economic benefits of knowledge transfer via networks.
- Reduce market failures caused largely by imperfect flow of relevant business information.
- Open new or 'missing' markets.
- Deliver more balanced regional development, addressing border effects.

BIIGC 2006:Comprehensive Study on the All-Island Economy

InterTradelreland Mission & Goals 2008-2010

Mission:

To identify and help realise opportunities to improve competitiveness, generate economic growth and create sustainable, quality jobs in both jurisdictions through increased levels of North/South trade and cooperation on innovation and business development opportunities.

Goals:

1. To generate Business Value, by enhancing company competitiveness and capability through co-operative North/South initiatives.
2. To improve the Competitive Environment on the island, for mutual benefit, through co-operative policy research, reports and networks.

Business Value - Opportunities for Business

- To identify and access new markets and market opportunities.
- To access new technologies & research capabilities to develop new innovative products and services.

Translating Strategy into Action

InterTradelreland has translated its strategy into practical North/South collaborative programmes in three key areas:

- Science, Technology & Innovation.
- Sales & Marketing.
- Business & Economic Research.

InterTradelreland Portfolio

Science, Technology & Innovation.

Technology Transfer (**FUSION**), Collaborative R&D (**INNOVA**), Private Equity (**EquityNetwork**), US-Ireland R&D Programme, Research Connections Programme, All Island Innovation Programme, Pilot Innovation Connections Programme.

Sales & Marketing.

All Island Marketing Programme (**ACUMEN**), Trade Advice (**FIRST STOP SHOP**), Buyer-Supplier Network (**NETWORK & GETWORK**), Public Procurement (**GO-2-TENDER**).
All Island Business Networks (**Software, Polymer & Plastics, ABC Ireland**).

Business & Economic Research.

Mapping Study of Research & Technological Development Centres, Business Networks on the island of Ireland, Spatial Strategies on the island of Ireland, Cross-Border Trade Statistics, Environmental Goods & Services Sector, All Island Business Monitor, Business Regulation Study, Managerial Capabilities, Simple Guide to Cross-Border Trade, Infrastructure for an island population of 8 million.



Knowledge Transfer Across The Island

FUSION is the first all-island network between industry and academia. The programme 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.



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.

- **All Island Seedcorn Competition**
- **All Island Equity Conference**
- **Education & Awareness Seminars**
- **Advisory Service**
- **Business Angel Network**

The Acumen programme aims to help SMEs grow their business across the island of Ireland by targeting new cross-border markets, through 4 support options;

- practical consultancy support
- financial support towards appointment of sales person
- ‘Prospector’ support for appropriate contractual representative in target market
- Support for graduate to assess market potential and develop strategic sales/marketing approach.

GO-2-TENDER

The GO-2-TENDER Programme helps companies win public sector contracts in the opposite jurisdiction. This is done through an intensive structured two-day training workshop which guides participants through all aspects of addressing and exploiting public sector procurement opportunities.

With total North/South Public Sector Procurement standing at more than €17Bn per annum, and relatively few companies looking to the other jurisdiction, this is a major market opportunity.



InterTradeIreland's Network+Getwork Programme is a trade development initiative to encourage and assist companies in Ireland and Northern Ireland to explore cross border business opportunities by meeting the procurement/supply chain requirements of some of the island's largest organisations.

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

- Provide access for companies, primarily SMEs, to buyers and develop selling opportunities.
- To provide buyers with a wider purchasing base and improved supply chain.

FIRST STOP SHOP

FIRST STOP SHOP is a new service to assist and advise businesses on cross-border trade.

- Simple Guide to Cross-Border Business
- Trade Accelerator Voucher
- Market Reports
- All Island Business Monitor
- All Island Trade Statistics

Improving the Competitive Environment

InterTradelreland's economic and policy research identifies appropriate co-operative actions that lead to mutual benefit and further develops our understanding of the dynamics and potential impacts of closer North/South economic co-operation.

Our policy research:

- informs our programme offerings.
- influences how we interact with companies, supporting their capacity to compete.
- identifies areas where joint Government intervention can help to create an improved competitive environment such as enterprise and business development, infrastructure, regulation, labour market & skills, science, technology & innovation resources, trade and investment.

InterTradeIreland Business & Economic Research

Business & Economic Research

- A Review of the All-Island Construction Sector.
- A Review of the All Island Financial Services Sector.
- Business Networks on the island of Ireland.
- Spatial Strategies on the island of Ireland.
- British Irish Intergovernmental Conference – Comprehensive Study on the All Island Economy.
- Freight Transport Report for the Island Economy 2020.
- InterTradeIreland Business Monitor.
- Opportunities for the Environmental Goods and Services Sector on the island of Ireland.
- Mapping Study of Research & Technological Development Centres on the island of Ireland.
- A Simple Guide to Cross-Border Trade.
- Mapping differences in Business Regulation on the island of Ireland.
- Managerial Capabilities on the island of Ireland.
- A Gravity Model Approach to Estimating the Expected Volume of North/South Trade.
- Infrastructure for an island population of 8 million.

InterTradelreland – Outcomes

- More than 14000 companies have benefited from InterTradelreland's information and advice services.
- More than 1800 companies have participated on InterTradelreland's enterprise support programmes.
- More than €600M of business value has been generated.
- More than 240 companies have become first-time innovators.
- More than 350 companies have become first-time exporters.
- More than 290 companies have developed new products.
- 15 major collaborative R&D partnerships have been created.
- More than 800 jobs have been created.
- 42 All Island Business Networks have been formed.
- More than 40 business and economic research reports have published.

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