Welcome to Northern Ireland
Our venue today

Titanic Belfast – one of Northern Ireland’s major tourism attractions

Located in the city’s Titanic Quarter where RMS Titanic was built alongside sister ships RMS Olympic and HMHS Britannic
Land of Innovation and Invention

- **Harry Ferguson**
  - Invented the modern tractor

- **Professor Frank Pantridge**
  - Invented the portable defibrillator

- **Dame Jocelyn Bell Burnell**
  - Discovered Pulsars
Innovating and Building for World Markets

1 in 5 computer drives has a part created in Northern Ireland

40% of the world’s mobile stone crushing and gravel screening equipment is made in Northern Ireland

Northern Ireland people are the happiest in the UK

1 in 3 London buses are manufactured in Northern Ireland

75% of inward investors have reinvested in Northern Ireland

1 in 3 of the world’s aircraft seats is made in Northern Ireland

Belfast is Europe’s leading destination city for software development and technical support investment
Key Challenges for NI

- Implications of Brexit
- Exporting into new markets
- Supply of skilled workforce
- More innovating firms
- Increased R&D Investment
- More firms exporting
- Driving productivity

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- Implications of Brexit
Thank You
How NI compares

**EMPLOYMENT**
- Employment: 824,000 (68.1%)
- Unemployment: 3.9%
- Youth unemployment: 6.9%

**OUTPUT**
- Services: +2.5%
- Manufacturing: -3.2%
- Construction: +9.2%

**EXPORTS**
- Up 13.3%

**GROWTH**
- GVA: 1.1% (Over 1.7% in the past year)
- GVA per head grew: 2.8%
- Making us 10th out of 12 UK regions

**TOURISM**
- Overnight trips: 4.8m
- £907m spent by visitors
- Occupancy: 73%

**ENTREPRENEURSHIP**
- 6.3%
- 9.2%
- 5.3%
- 12.6%

**NORTHERN IRELAND**
- USA
- France
- England
- Northern Ireland

Interreg Europe
Inside Out EU
Department for the Economy
Strategic Documents

Vision for Northern Ireland for 2030: “A globally competitive economy that works for everyone”
Northern Ireland Sector Strengths

These are areas where Northern Ireland already has competitive advantage and the capability to compete successfully in global markets.

**ICT**
- Cyber Security
- Data Analytics
- Application Software
- Advanced Networks & Sensors

**Life & Health Sciences**
- Clinical Trials
- Digital Health
- Precision Medicine & Diagnostics

**Advanced Manufacturing, Materials & Engineering**
- Materials Handling
- Polymers
- Aero, Defence, Security & Space
- Automotive
- Agri-Engineering
- Construction Products
Our Unique Geographical Location

• Great Britain and Republic of Ireland key trading partners.
• Separated from Great Britain by the Irish Sea.
• We share a land border with the Republic of Ireland.
Northern Ireland Export Markets

Sales to Great Britain are very important for NI businesses.

The Republic of Ireland is the most important market within Europe.

**EXTERNAL SALES BY BROAD DESTINATION:**
- €2,625m (Rest of Europe)
- €3,824m (Republic of Ireland)
- €4,938m (Rest of the World)
- €15,752m (Great Britain)

**TOTAL NI EXTERNAL SALES - €27.1bn**

**EXPORTS BY DESTINATION:**
- €2,625m (Rest of Europe)
- €3,824m (Republic of Ireland)
- €4,938m (Rest of the World)

**TOTAL NI EXPORTS - €11.4bn**
NI Export Support Ecosystem

- Invest NI
- Intertrade Ireland
- NI Chamber of Commerce
- Local Councils
- UK Support
Our Exporting Ambitions

Overarching Aim
Create conditions through which more firms are active and successful in global markets

Objective 1
Increase the value of sales

Objective 2
Increase the number of companies exporting

Objective 3
Increase the geographical diversification of our export markets
Industrial Strategy Pillars for Growth

Vision for 2020
To be a globally competitive economy that works for everyone

FIVE PILLARS FOR GROWTH

ACCELERATING INNOVATION & RESEARCH
ENHANCING EDUCATION, SKILLS & EMPLOYABILITY
SUCCEEDING IN GLOBAL MARKETS
DRIVING INCLUSIVE & SUSTAINABLE GROWTH
BUILDING THE BEST ECONOMIC INFRASTRUCTURE
THANK YOU

ANY QUESTIONS?
Using the public sector to drive innovation and exports

Eoin McFadden
Department for the Economy
So why is innovation so important and what should the public sector do?
Pre-commercial Procurement/SBRI

Procurement not grant
• Find & eventually procure novel solution to existing problem
• Encourage creation of solutions which meet public sector needs

Development Contracts
• 100% funded R&D (2 phases – Proof of concept, prototype) Not covered by OJEU
• Companies retain the IP they generate
Horizons of Innovation

Horizon 1
Current Business model

Horizon 2
Incremental innovation

Horizon 3
Disruptive innovation
SBRI Challenge Fund

- £1m competitive call

- Potential for improved efficiency/sustainability of public services, including securing reduced costs of delivery through the adoption of innovative new approaches

- Economic Policy/PFG priority (e.g. market opportunity identified through the Economic Strategy)

- Opportunity for collaboration with other partners/funders
Case Study:

Medicines Adherence

£540m, 12% of all annual health-care spending in Northern Ireland

Issues
• Adherence
• Polypharmacy

Medicines optimisation

Status: Closed
Key features: Investment of up to £550k to stimulate the development of innovation technology solutions to optimise patient health and social care outcomes through improved medicines adherence.
Programme: SBRI

Award: Up to £550k
Opens: 03 Mar 2014, 00:00
Registration closes: 07 May 2014, 12:00
Closes: 14 May 2014, 12:00
Support phone number: 0300 321 4357
AppAttic

MEGAMEDS
MEDICINE MANAGEMENT MADE FUN
Case Study
How can we maximise revenue from business rates in Belfast?
What does SBRI mean for companies?
Next Steps

Proposed NI Innovation Fund

Greater focus on insights and design

Toolkit approach
Thank You