Inside-Out Project

An overview of SME supports from InterTradeIreland

Date: 21st February 2018

Intelligence · Funding · Contacts

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
Discover what’s possible

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

intertradeireland.com
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.

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Cross-Border Goods Trade by Sector

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

Trade share (%) by sector (S-N) and (N-S)
See How We Can Help

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

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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

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BREXIT ADVISORY SERVICE

Helping Business Navigate Brexit

brexit@intertradeireland.com
intertradeireland.com
Brexit Advisory Service

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
Brexit Advisory Service

**DO**

- Supply Chain
- Market Access
- People
- Finance
under different deal scenarios.

**PLAN**

How might your business be impacted by potential changes in:

**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

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Sales Growth On Your Doorstep

Business growth close to home
Sales Growth On Your Doorstep

c€39m Sales Achieved in Last 2 Years

Getting Started €1,200 Professional Advice

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

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*£5000 equivalent
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.

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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
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.
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

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

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The Key to Innovation Success

Unlock a bright future
The Key to Innovation Success

Develop
a culture of innovation.

Cultivate
leaders & empower employees.

Differentiate
yourself in the market.

Access
R&D European Funding.

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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

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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
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

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.

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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.

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Improve Your Business Intelligence

Tap into business and policy intelligence

intertradeireland.com
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

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.

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