

Finance 4 Growth - September 2011



Enterprise Ireland Mission

To accelerate the development of world-class Irish companies to achieve strong positions in global markets, resulting in increased national and regional prosperity.

EXPORT
LED

EMPLOYMENT
OPPORTUNITIES

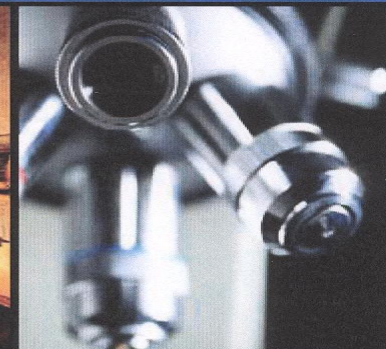
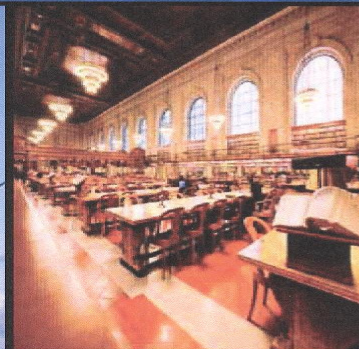




WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

The Global Competitiveness Report 2009–2010



Klaus Schwab, World Economic Forum





Our Global Network

Enterprise Ireland has offices and affiliate consultants in over 60 countries.



TORONTO
BOSTON
NEW YORK
SILICON VALLEY
MEXICO
SAO PAULO

GLASGOW
LONDON
AMSTERDAM
BRUSSELS
PARIS
MADRID
MILAN

STOCKHOLM
DUSSELDORF
PRAGUE
WARSAW
BUDAPEST
MOSCOW

RIYADH
DUBAI
NEW DELHI
SINGAPORE
KUALA LUMPUR

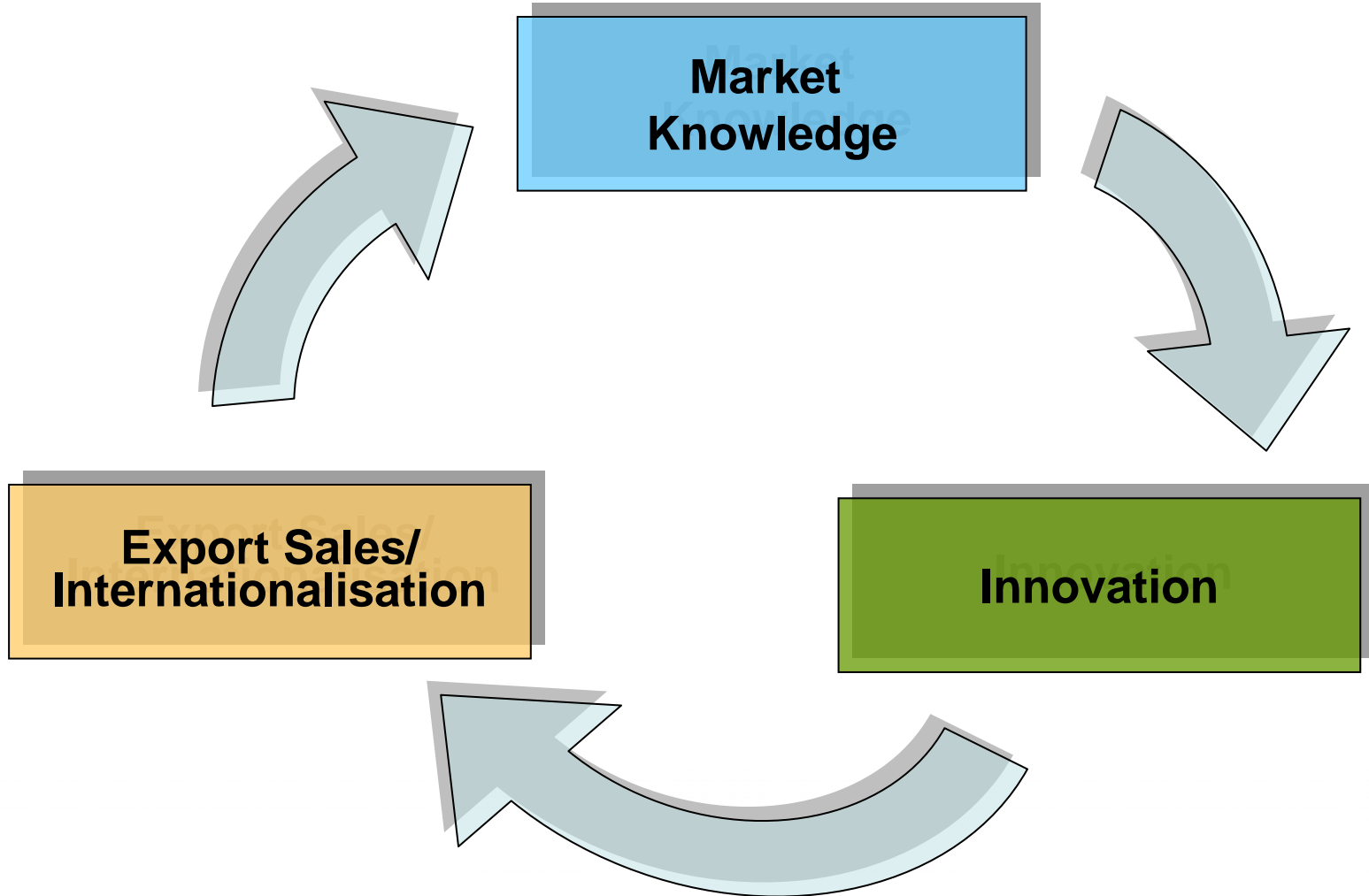
BEIJING
GUANGZHOU
SHANGHAI
HONG KONG
SEOUL
TOKYO
SYDNEY



Current Export Strategy

- **Sustain and grow export business in UK/USA**
- **Grow exports to the Eurozone**
- **Seek new opportunities for selected companies in emerging markets**

Sustainable Business Model



Who we work with

- **First time exporters and start up companies**
- **Companies sourcing new business in existing markets**
- **Experienced exporters seeking new opportunities in emerging markets**
- **International Buyers / Specifiers / Decision Makers**

How we do it

Funding

Support & Advice

Individual Client Work

- **Validate Opportunities**
- **Determine Distribution Channels**
- **Identify Customers**
- **Prepare Itineraries**
- **Build Customer Relationships**

Support Services

- **Office facilities/Incubator Units**
- **Trade Fairs / Missions**
- **Inward Buyer Visits**
- **Regulatory Issues**
- **Translation Services**
- **Third Party Professional Services**

External Expertise

- **International Mentors**
- **Business Accelerators**
- **Business Networks**
- **Sector Advisory Panels**

Sourcing

- **Competitive Supply Sources**
- **Technology**
- **Venture Capital**

**Market Research
Intelligence**

Business Accelerators

**Buyer Introduction/
Evaluation**

**Messaging and
Positioning**

**Bringing key buyers to
Ireland**

**Building Reference
Sites**

**Trade Fairs/Trade
Missions**

**Introductions Third
Party Services
PR and Sales leads**

**Incubator Offices
Business Centre
Support**

**Networking
Opportunities**

**Inward Technology
Transfer**

Business Accelerator Programme (BAP)

Who:

All client companies requiring in-market support to implement expansion and development plans into key markets.



What:

Grant funding towards cost of consultancy of an external In-Market

Business Accelerator (typically an industry expert within a specific sectoral and geographic market) to support company market research.

Restricted to one per consultant and one per target market/customer segment per country

Support at 50% of a maximum daily rate of €1,500 (inclusive of expenses) up to grant max of €15,000 over 1 year period

KEY MANAGER

De Minimis

What:

Grant funding towards salary costs, for a newly recruited Key Manager role (not a replacement) with capacity to make measurable impact on the company performance: productivity, innovation levels, output and/or market dominance.



Business Development Managers are only for Market Strategy and research related activities.

How:

Talk to your Development Advisor
Approval at Investment Committee (meets twice monthly).

Who:

Pre revenue start ups are ineligible, support is by Feasibility and Consultancy grant

iHPSU and HPSU are ineligible for support only by Equity investment

Large companies are ineligible but only in exceptional circumstances as part of an expansions investment package where the Key Manager is essential for the implementation of the plan such as Lean Transform. No one-off applications for Key Manager hire will be considered

New Market Research Grant

What:

Grant funding for established companies planning a market research programme to research if they should establish an overseas presence.

Covers eligible cost of consultancy, salaries, overheads, office rental and market development executive (for 6 months).

- Paid in 2 tranches,
- 30% upfront and 70% on completion of project.



Who:

Established SMEs only targeting existing product in a new market, a new product in an existing market or new products in new markets.

How:

Discuss with your development Advisor

Going Global

Who:

Clients of Enterprise Ireland that:
Are eligible companies with less than €50k support in last 5 years

Have 10 employees and been generating reasonable revenues for at least the last two years

What:

Grant funding for examining the potential to deliver products and services to international markets. Maximum grant support rate 50% up to a maximum of €25,000 against eligible expenditure in categories of: salaries, consultancy support, travel and subsistence. Eligible support rates, similar to Feasibility grant

How:

Competitive fund with open application - First Call June



The advertisement is a flyer for the Enterprise Ireland Going Global Fund. It features the Innovation Ireland logo at the top left and the Enterprise Ireland logo at the top right. The main headline reads: "Think you could win business overseas? Enterprise Ireland's Going Global Fund can help you." Below this, there is a paragraph explaining that the fund is a fund relaunched by Enterprise Ireland to help locally trading businesses capture growth opportunities overseas. It also mentions that the current call for applications closes on Monday 13 June 2011. A small globe icon is positioned to the right of the text. At the bottom left, there are logos for the NDP (National Development Plan) and the European Union. The website address www.enterprise-ireland.com is at the bottom center.

Think you could win business overseas? Enterprise Ireland's Going Global Fund can help you.

Going Global is a fund relaunched by Enterprise Ireland to help locally trading businesses capture growth opportunities overseas.

The current call for applications closes on Monday 13 June 2011. If you have a locally trading business and you are interested in growing internationally then contact Enterprise Ireland at going.global@enterprise-ireland.com or 01-7272100.

Applicants must have annual sales of greater than €1m or more than 10 employees.

NDP 

www.enterprise-ireland.com

Graduate 4 International Growth II & III Support for 120 graduates

Who

- Companies can apply for a number of graduates but there are limits on the level of company support.
- Support will be provided against eligible expenditure
Full Funding: SME'S 2, Large 1,
Partial Funding:
No limit



**Ireland's
brightest talent
are ready to
help you grow
your business.**

Enterprise Ireland's Graduate 4 International Growth programme matches ambitious, high growth companies with motivated, high calibre graduates to research new opportunities in international markets.

The programme is 18 months in duration, with graduates spending 12 months in an overseas market. This is a competitive process and is funded by Enterprise Ireland. Closing date for applications is 5.30pm on 12th August 2011.

www.enterprise-ireland.com/g4ig

NDP
EUROPEAN UNION

**GRADUATE 4
INTERNATIONAL
GROWTH**

What

- Graduates work for 18 months, initial 6 months in Ireland, and another 12 months in an overseas market
- Graduates will also participate on a structured programme and attend 18 days organised training.

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International Sales and Partnering Objectives

- **Support the internationalisation of Irish companies**
- **Grow exports of Irish companies**

International Sales and Partnering Team

- **142 staff based overseas**
 - 117 local staff
 - 25 Ex-patriate staff
 - Plus 30 graduate interns
- **High Growth Markets team in Dublin with 12 people**