Exploring Opportunities in Emerging Markets

Round 1 Session

Ireland’s Energy sector & Enterprise Ireland Internationalisation offer

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Enterprise Ireland
## Energy Sector Overview

<table>
<thead>
<tr>
<th></th>
<th>Sales</th>
<th>Exports</th>
<th>Employment</th>
<th>Number of Companies</th>
<th>Export Growth 2011/2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy management</td>
<td>€178m</td>
<td>€135m</td>
<td>1,847</td>
<td>55</td>
<td>21%</td>
</tr>
<tr>
<td>Energy</td>
<td>€147m</td>
<td>€64m</td>
<td>1,510</td>
<td>163</td>
<td>65%</td>
</tr>
<tr>
<td><strong>Total Sector</strong></td>
<td>€325m</td>
<td>€199m</td>
<td>3357</td>
<td>288</td>
<td>36%</td>
</tr>
</tbody>
</table>
Sector Strengths

• Energy management
  • Lighting
  • Building Management Systems
• Micro-generation
• Ocean energy
Energy management

• Lighting
  • LED lighting cluster
  • Research capability-Tyndall, Trinity College, NUI Galway

• Building Management Systems
  • Technology leading companies
  • Research Networks, I2E2, IERC
Micro-generation

• < 2MW Renewable Energy generators

• Wind
• Biomass
• Anaerobic Digestion (AD)
• Combined heat and power systems (CHP)
• Energy Storage
• Smart Grid
Marine Energy

• Early Stages

• Technology Leaders

• Strong Research Capability
INTERNATIONALISATION
EI Financial Offer to support Internationalising

Exploring Opportunities

- Internationalisation or HPSU Feasibility Grants
  - Business Accelerator
  - Trade Fair
- SME Strategic Consultancy
- Going Global
- Mentor

Direct Market Research

- New Geographic Market Research
- Graduate 4 International Growth

How to Apply:

- Online Application
- Advertised Call for Investment Proposals
- Talk with your Development Advisor
Internationalisation Grant

*Researching and exploring international business opportunities to support the costs of undertaking new market research. Support is for market research of new products in existing markets or new/existing products in new markets.*

**Maximum Funding**

- €35k grant per project i.e. 50% of €70k expenditure.
- Funding is subject to available De Minimis Balance.
- Forms part of 2 year rolling limit of €110k over 2 years.

**Eligible Costs**

<table>
<thead>
<tr>
<th>Salaries &amp; Overheads for companies employing less than 50.</th>
<th>Consultancy/ Fees</th>
<th>Foreign Travel &amp; Subsistence</th>
<th>Trade Fair Costs</th>
<th>Business Accelerator Costs</th>
</tr>
</thead>
</table>
Business Accelerator Programme

**Who:**
Client companies requiring in-market support to implement expansion and development plans into key markets.

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

**What:**
Grant funding towards cost of consultancy of an external In-Market

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.

**How:**
Online application process (following discussion with DA). Line Management approval.

De Minimis Aid
A BAP can be approved for a large company if it goes to IC and is grant aided as De Minimis.
Internationalisation Grant Trade Fair

- The cost of a company's first-time participation in any recognised Trade Fair outside Ireland may be eligible for assistance.
- Second and subsequent participation in the same Trade Fair may be eligible if it is being held in a different country from previous approvals.

Eligible Expenditure

- Rental exhibition stand/space
- Entry fee
- Stand set-up and installation costs
- Trade Fair Overhead to a max €500
- Conferences are not regarded as being Trade Fairs, and therefore ineligible for assistance under this expenditure category
HPSU Feasibility Grant

- **Pre-Investment Project** to investigate the viability and potential of a high potential start-up.
- **Post-Investment Project** to support project costs relating to new market research/strategy formulation.

**Eligible Expenditure**

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<th>Salaries &amp; Overheads</th>
<th>Foreign Travel &amp; Subsistence</th>
<th>Business Accelerator</th>
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<tr>
<td>Consultancy/ Fees</td>
<td>Trade Fair Costs</td>
<td>Prototype/ Material Costs</td>
</tr>
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</table>

**Max. Funding**

Per project €15k grant i.e. 50% of €30k expend 2 Year Rolling Approval:
- Pre-Investment: Max grant support is €50k
- Post-Investment: Max grant support is €60k
Mentor

**Who:**
Client companies including those not eligible for Bord Bia or BIM supports; Údarás na Gaeltachta and County Enterprise Board clients.

**How:**
Online application process following discussion with DA Line Management approval.

**What:**
EI’s Mentor Network can provide tailored advice, guidance and support, to help companies accelerate growth and build management capability. A mentoring assignment consists of 10 visits from a Mentor over a 12 month period. De Minimis Aid.

Grant support toward costs of mentor for up to 10 sessions maximum eligible cost of €175 per day (total €1,750).
SME Strategic Consultancy Grant

Supports an SME in hiring a Strategic Consultants to assist in the development and or implementation of strategic initiatives in the SME. Routine or ongoing outsourced consultancy costs such as PR, marketing, legal, financial costs are ineligible for support.

Maximum Funding
- €35k grant per project i.e. 50% of €70k expenditure.
- Forms part of 2 year rolling limit of €110k over 2 years.
- Companies in receipt of SCS/BES/EII since 2007 will be subject to cumulation rules.

Eligible Cost
Consultancy/Fees per consultancy firm Max 30 days
Max: €900 per day (20 days)
   €700 per day (21-30 days)
*Inclusive of Travel & Subsistence*
New Geographic Market Research

Support established companies undertaking an intensive market research assignment in a **new geographic market**
New market must differ from existing markets

**Option 1.** Relocate/recruit a new full time in-market employee:
Support 70% (UK 50%)

**Option 2.** Appoint a local market expert/consultant:
Support 50%

<table>
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<th>Grant Rates</th>
<th>UK</th>
<th>Rest of the World</th>
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<tbody>
<tr>
<td>Maximum Grant</td>
<td>€60k</td>
<td>€80k</td>
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Advertised Call: Going Global
Examining the potential to deliver products & services to international markets.

Who:
• Companies with less than €50k support in the last 5 years
• Have 10 employees and have been generating reasonable revenues for at least the last two years

What:
• Maximum grant support rate 50% up to a maximum of €25,000 against eligible expenditure.
• Categories for support include: salaries, consultancy, travel and subsistence.

How:
• 2012: Publicly advertised call for applications every month from mid-February
Advertised Call: Graduate 4 International Growth
Support for 100 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 graduates,
  - Large Companies 1 graduate,
  - Partial Funding: No limit

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 20 days organised training.

How:
- Publicly advertised call for applications

2 Call dates March & June 2012
Start Dates September & December