



Institute of Geologists of Ireland



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Enterprise Ireland

Managing Your Business

18th January 2011



Topics

- **Indigenous industry**
- **Enterprise Ireland**
- **Issues and learning**

Ireland is a small open economy

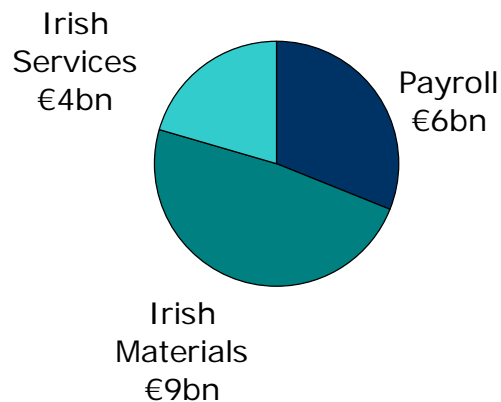
- **We are small, so ...**
 - 4 m population – size of Greater Manchester area
 - EXPORTS = JOBS
- **One of the most open economies in the world**
 - 156% of GDP is traded
 - One-third approx. private sector jobs are directly or indirectly in internationally traded sector
- **Enterprises trading internationally**
 - Indigenous manufacturing and international services (3500 Co's)
 - Foreign direct investment/MNCs (1000+ Co's)
 - Tourism sector

Irish-owned companies are central to Ireland's continued economic success and prosperity

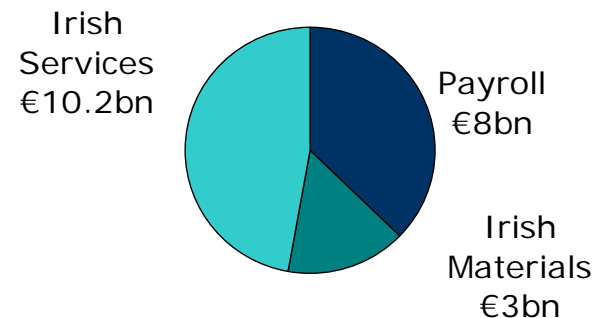
- **Enterprise Ireland has 3,500 client companies who:**
 - Achieved exports of €13 billion (2009)
 - Gross gains €500m
 - Had sales of €32.6 billion
 - Employed 133,500 people directly and created 7,400 new jobs (net loss 19,000) and supporting indirectly another 100,000 jobs.
 - Spent approx. €20b on payroll costs and Irish-sourced goods and services
 - Delivered a significant regional impact in all parts of the country – 60% of jobs are outside greater Dublin area.
- **Direct Investment abroad (€123b) now exceeds direct investment in Ireland (€120b) – 2008.**

Contribution of our clients to the economy

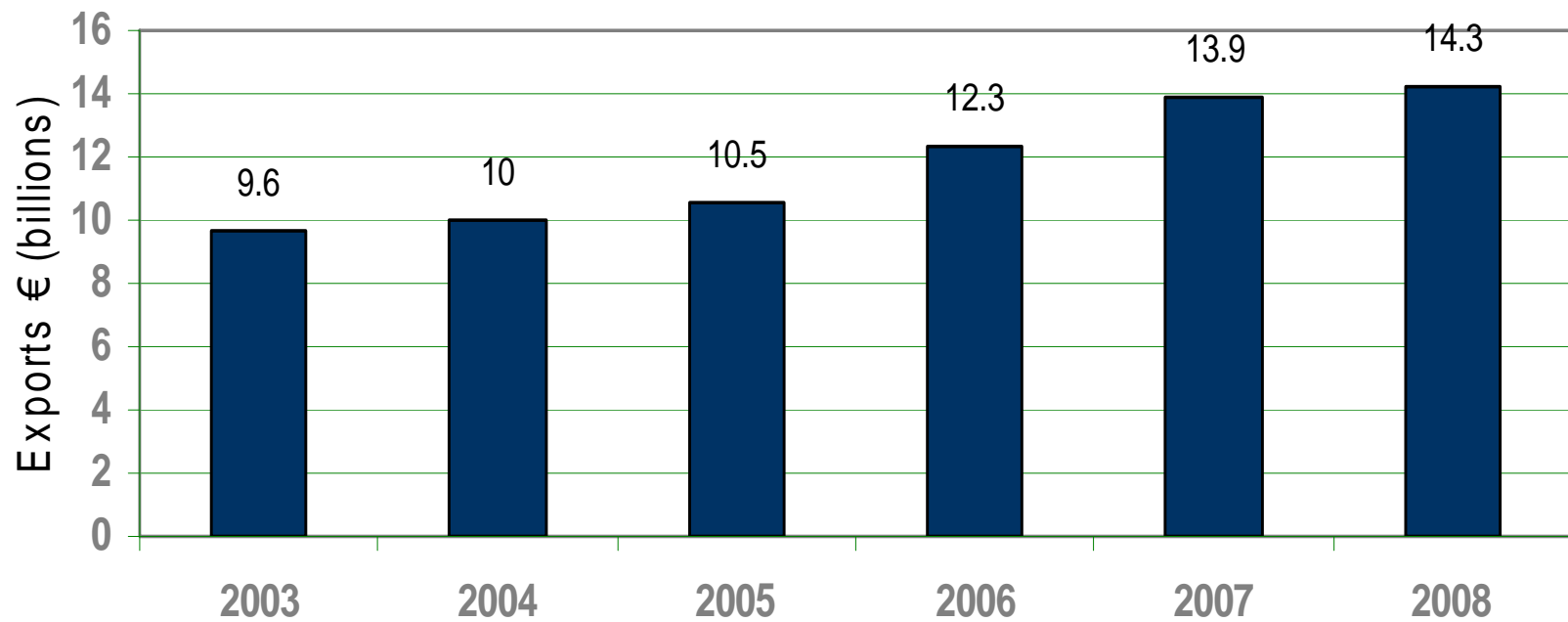
Enterprise Ireland Companies
 No of companies 3500
 Employment 133,523
 Spend in economy c.€20bn



IDA Companies
 No of companies 1000
 Employment 124,759
 Spend in economy €21bn



Export Growth



Irish businesses are more innovative (Grant Thornton 2010)

	% of Irish respondents	% of global respondents	Irish ranking (36 economies)
... developing new products and services	66%	46%	5 th
... looking at new target markets	75%	51%	1 st
... focusing on skills of workforce	69%	47%	6 th

What is Enterprise Ireland ?

Enterprise Ireland is the government agency responsible for the development and promotion of the indigenous business sector.

ENTERPRISE
IRELAND



Enterprise Ireland – state body to develop Irish Industry

- Reports to Department Enterprise, Trade and Innovation
- Board – 12
- Overall staff 850 – 150 overseas
- Budget 450m – 8% income
- Overseas network – 30+ offices

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.

Enterprise Ireland has an active client base of around
3,500 companies:

High Potential Start-Ups

Entrepreneurs
starting companies
with the ability to
compete in
world markets

Scaling

Ambitious companies
with the ability to
grow to scale and
achieve significant
global success

Established SMEs

Manufacturing and
Internationally traded
services companies
employing
ten or more

MNC's

Irish-based
food and natural
resource companies
that are overseas
owned or
controlled

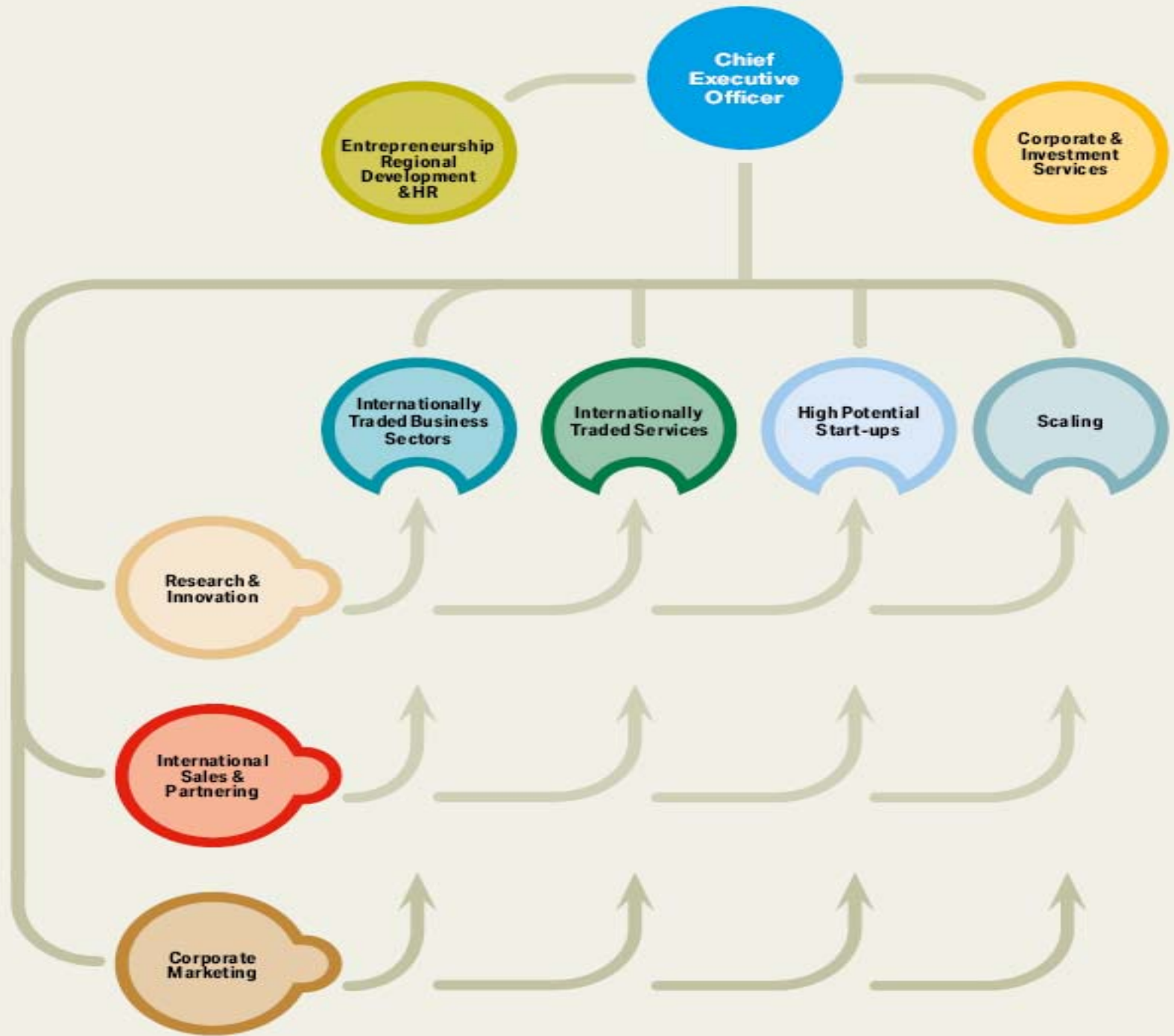
WE HELP IRISH COMPANIES GROW INTERNATIONALLY BY ADDRESSING KEY DRIVERS OF GROWTH WITH OUR SUPPORTS

Company Driver of Growth

- GOALS
- CAPABILITY
- OPPORTUNITY
- RESOURCES

EI Supports to develop

- BUSINESS PLANNING/MENTORING
- MANAGEMENT DEVELOPMENT
- OVERSEAS AND RESEARCH NETWORKS
- DIRECT/INDIRECT FINANCIAL SUPPORT



EI Global Team



SUMMARY FUNDING OFFER 2011

EXPLORING INNOVATION

- **Going Global**

- Line Management
 - E-business
 - Mentors online
 - Consultancy online
 - Feasibility online
 - FP7
 - Trade Fair online
 - BAP ¹ online

START-UPS

- HPSU Equity ^{*}
- HPSU Feasibility

INNOVATION/ COMPETITIVENESS

- R&D Fund ^{*}
- Key Manager Grant
- Lean Initiative (new)
- GreenTech

EXPANSION

- Enterprise Stabilisation Fund (ESF)
- Customised Expansion Finance
- New Market Research Programme (new)
- Job Expansion Fund (new)
- Graduate Market Placement (new)

Proposed Strategic Targets for 2011

Strategic Target	Target 2011
New Jobs Created by Industry	8,500
Total Exports	€14.3bn
Innovative HPSU	85
Clients Engaged in Meaningful R&D €100k	725
Clients Engaged in Significant R&D €2m	54
EI Clients achieving Total Sales €20m	200
Increase in Productivity (Growth in Value Added per Employee)	6.3%

Issues/learnings

- **Commercialisation**
- **Flow of start-ups**
- **Scaling/gazelles**
- **Growth finance for privately-owned companies**
- **Competitiveness drive**
- **Strength and ambitions of average “steady-state” companies**
- **Availing of the opportunities of the MNCs present in Ireland**
- **Ensuring supportive business environment**
 - **Banks**
 - **Tax**
 - **Skills**
 - **Infrastructure**
- **Being competitive, viable and growing in high-cost small open economy**

Thank You

- For further information
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- <http://www.enterprise-ireland.com>
- Questions