

# ***Keys to Success in the New Business Environment***

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## ***The New Business Environment***

- **Strength of the Euro against Sterling +Dollar**
- **Cost competitiveness, OECD report**
- **Availability of finance for working capital**
- **Contraction in domestic market**
- **International outlook remains challenging**

# Growth Rates Deteriorate

	2005	2006	2007	2008	2009 <i>forecast April 09</i>	2009 <i>forecast Oct 09</i>
US	2.9	2.9	2.0	1.1	<b>-2.8</b>	<b>-2.7</b>
Eurozone	1.7	2.8	2.7	0.8	<b>-4.2</b>	<b>-4.2</b>
UK	2.1	2.8	3.0	0.7	<b>-4.1</b>	<b>-4.4</b>
China	10.4	11.6	13.0	9.0	<b>6.5</b>	<b>8.5</b>
Japan	1.9	2.0	2.4	<b>-0.7</b>	<b>-6.2</b>	<b>-5.4</b>
Russia	6.4	7.7	8.1	5.6	<b>-6.0</b>	<b>-7.5</b>
Brazil	3.2	4.0	5.7	5.1	<b>-1.3</b>	<b>-0.7</b>
India	9.2	9.8	9.3	7.3	<b>4.4</b>	<b>5.4</b>
Ireland	6.2	5.4	6.0	<b>-3.0</b>	<b>-8.0</b>	<b>-7.5</b>

# ***Key Challenges for Enterprise Ireland***

- **Building business stability / sustaining jobs**
- **Supporting export led growth**
- **Driving innovation**
- **Improving competitiveness**
- **Developing leadership capability**

## ***Building Business Stability / Sustaining Jobs***

- **Enterprise Stabilisation Fund, €100m / 2 years**
- **Seed capital funds- €79M**
- **Angel Investor Network**
- **ECB €350m**
- **Growth Fund**
- **Going Global**

## ***Supporting Export led growth***

- **Retaining & growing market share**
- **Increased focus on Eurozone**
- **Market diversification**
  - Eurozone / Nordic Countries / Emerging Markets
- **International Connections**
  - Business Accelerators / International Mentors / Advisory panels
- **Growing demand for short-term programmes to address immediate issues - EXCEL**

# ***Driving Innovation***

## **Promote and Fund R&D and Innovation in Client Companies**

- Promotion of Research and Development - R&D Fund
- Increase exports & profitability - Growth Fund
- Drive growth through innovation - improving innovation capability
- Access to technology offers

## **College - Industry Collaboration**

- Support R&D Collaboration through Innovation Partnerships
- Industry Led Research - Competence Centres, research programme
- Innovation Vouchers
- Increase Irish participation in International research programmes

## **Commercialising Research**

- Fund and promote the commercialisation of Irish research
- Build the national Technology Transfer system
- Support College-Industry collaboration
- Increase Irish participation in International research programmes
- Incubation Centres - Institutes of Technology

# *Improving Competitiveness*

- Tackling the high cost base for firms operating in Ireland;

**EI Response includes:-**

- 2 new departments **Competitiveness and Lean Manufacturing**
- **Lean processes Pilot – 30 companies**

# ***Developing Leadership Capability***

- **Capability to grow international businesses**
  - Leadership 4 Growth
  - International Selling Programmes
- **Fora to support CEOs, CFOs, etc**

## *In Summary*

- **Clients are responding to the challenges domestically and internationally**
- **Key focus on stabilisation**
- **Innovation and export development critical to success**



# Lead Innovate Grow