

***Internationalisation and Innovation  
The Enterprise Ireland Experience***

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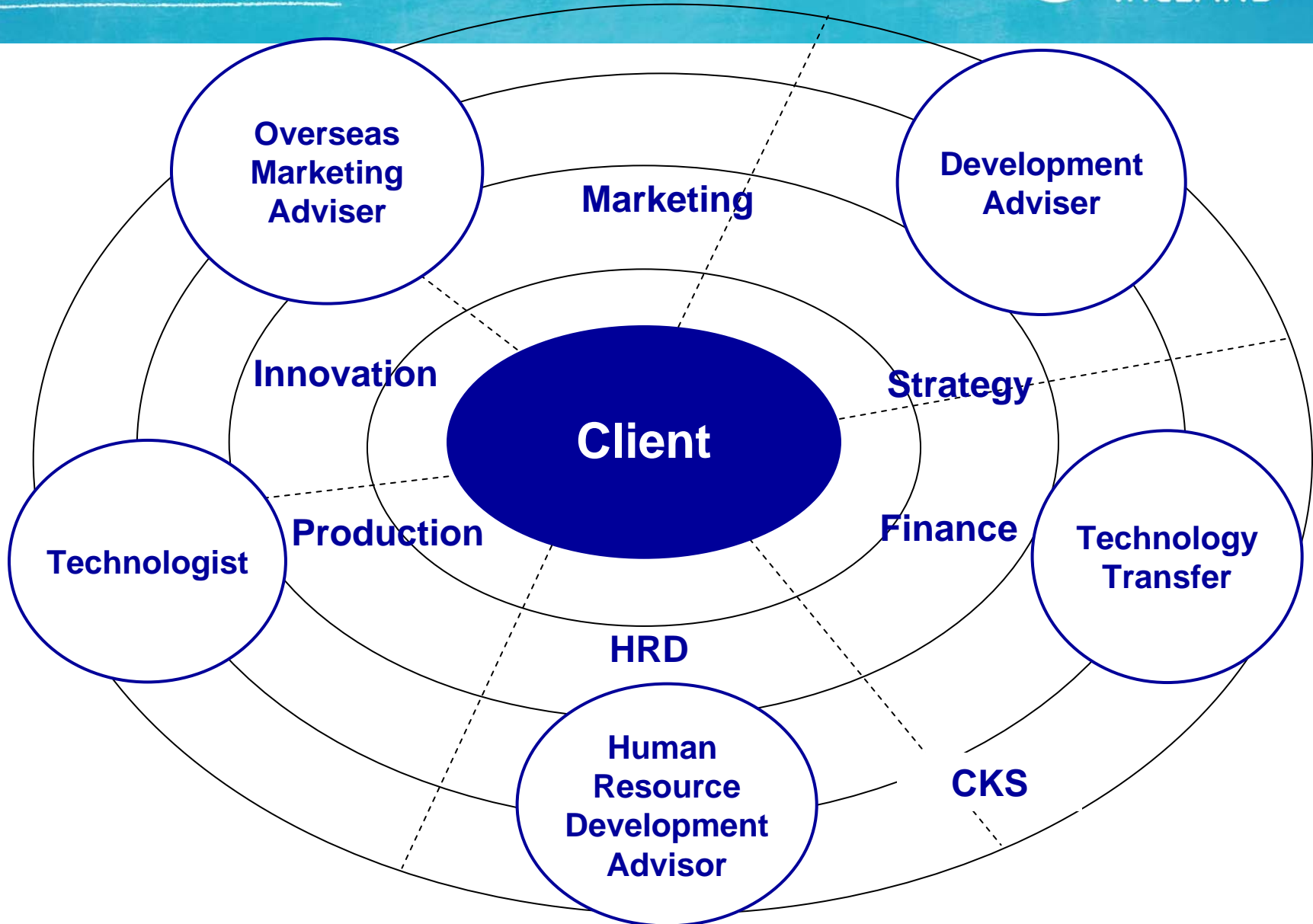
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# The Challenge

- Small, very open economy
- Dual industrial structure
  - MNC – cost efficiencies
  - Indigenous – traditional v modern
- Competitiveness and innovation

## The Organisation

- Single organisation for investment overseas trade, innovation, skills, and start ups
- Holistic approach to clients – business plan
- Interaction with a defined client base
- Also national role to build innovation system
  - Commercialisation of research
  - Collaboration
  - EU Framework, Eureka, ESA



# Building the Innovative Company

- EI developed model of innovation
  - Customer need is central
  - Innovation culture
- Stepped approach in line with clients defined need
- Segment client base
  - Start ups with high potential
  - Small companies preparing to export
  - Established clients
  - Scaling or large clients
- From Innovation Vouchers to Major investment

## Internationalisation

- Domestic consumption flat – export or die
- Over 30 overseas offices
- Range of supports:
  - Market information
  - Training courses, incubators
  - Trade fair participation, buyer visits
- Clear connection to innovation:
  - Agreed business plan
  - New products and services tested in the market
  - Access to key buyers to get feedback
  - First reference sites

## Insights / lessons from a small country

- General market promotion limited value – focus on serious players
- Resource intensive and long-term
- Agreements, MOUs rarely work (maybe military is different)
- Physical presence key
- Collaborative R&D difficult outside structures such as Framework Programme, EUREKA
- NIH experience