

# Driving Business Growth through Research and Innovation

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# Take home message

*Open for business*

*Promising market led research projects*

*Company expansions and new jobs*

*New start up opportunities*

# It's about Jobs and Economic Impact

Enterprise Ireland has offices and affiliates in over 60 countries



*To support industry to increase exports, jobs and improve prosperity in Ireland*

## **Americas**

- Boston
- New York
- Silicon Valley
- Toronto
- Sao Paulo

## **SEMEA**

- Dubai
- Madrid
- Milan
- Riyadh
- Johannesburg

## **Northern Europe**

- Amsterdam
- Brussels
- London
- Paris
- Stockholm

## **GCEE**

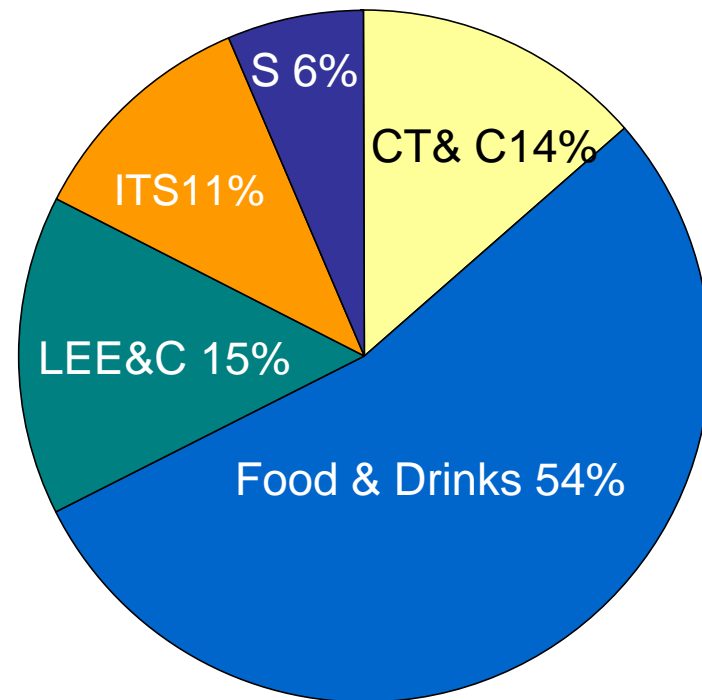
- Budapest
- Moscow
- Prague
- Warsaw
- Düsseldorf

## **Asia-Pacific**

- Beijing
- Shanghai
- Singapore
- Hong Kong
- Tokyo
- Seoul
- Sydney
- New Delhi

# Ireland's most important indigenous sector

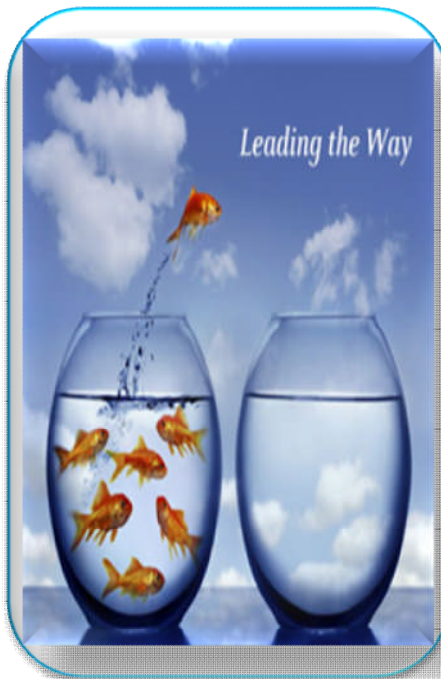
- Food Industry largest indigenous sector
- Sector exports to over 170 countries
- Export sales €8.6 billion
- EI clients delivered €750m
- EI invests ~ €15m in Food & Beverage client companies annually
- 25 companies generate 80% of the food exports



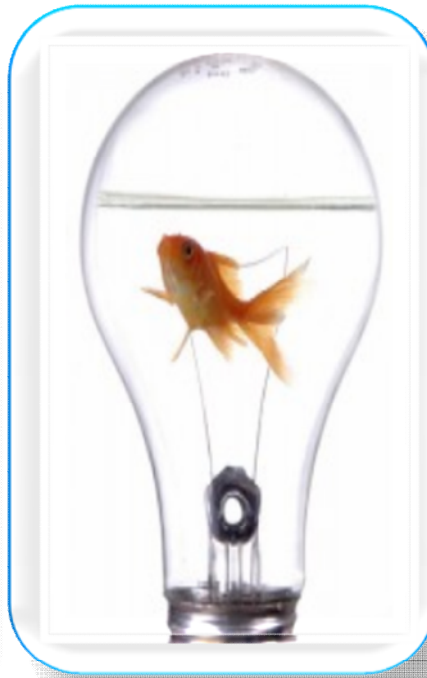
*Client exports 2011*

# Four Key Pillars to enable growth

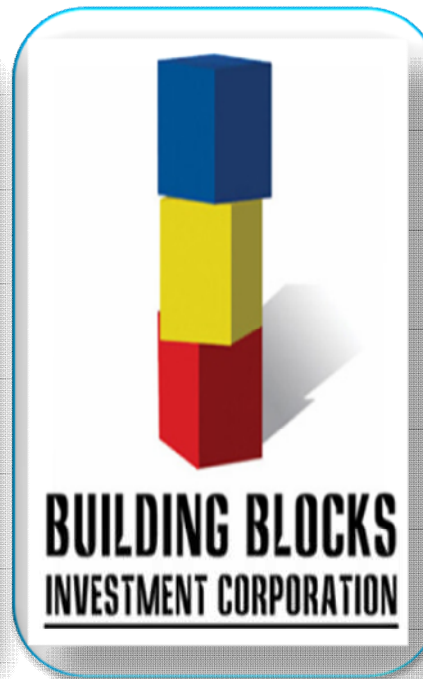
## LEADERSHIP



## INNOVATION



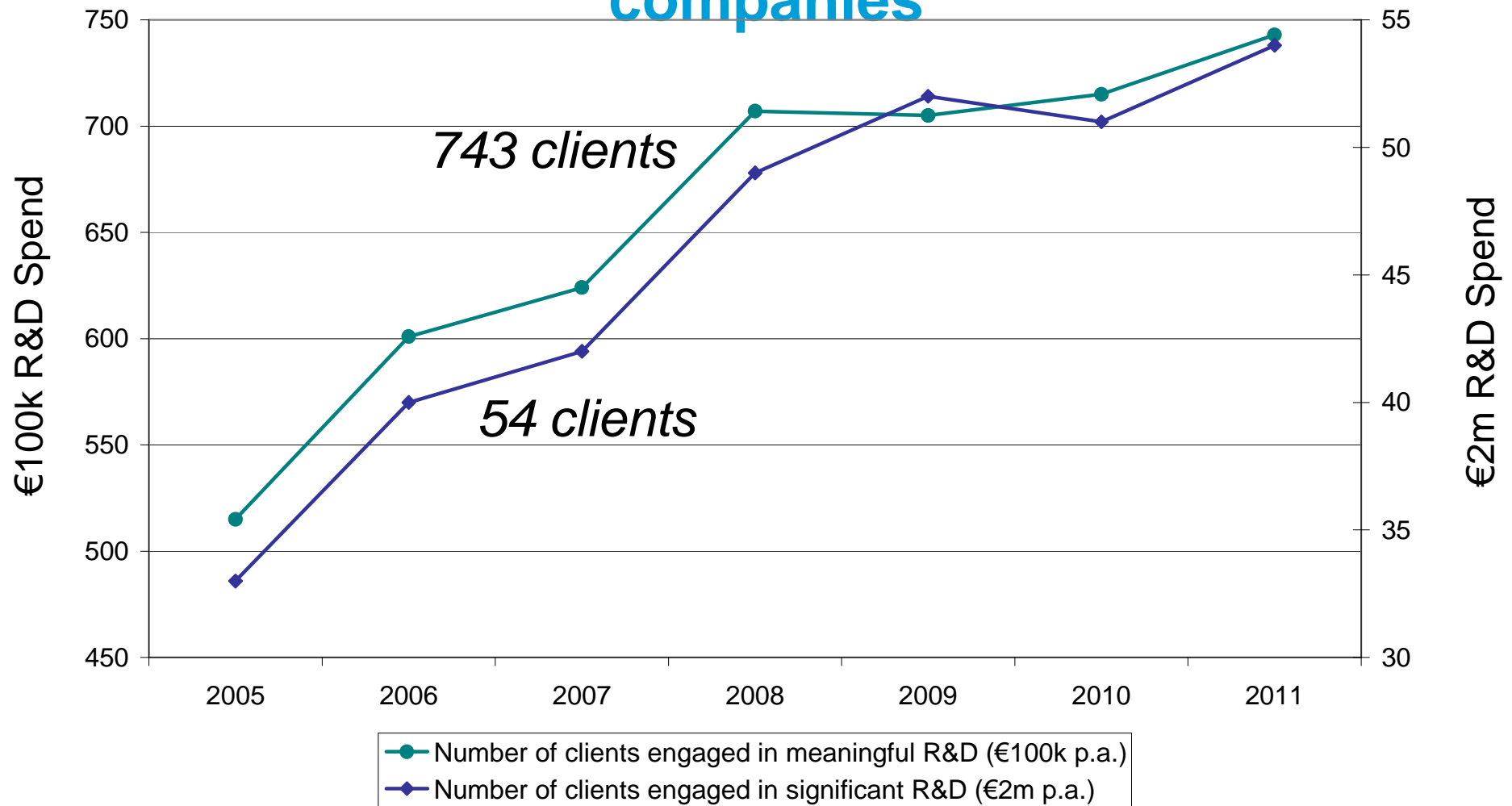
## EXPANSION



## COMPETITIVENESS



# Growth in R&D performance of EI client companies



Source: Enterprise Ireland Annual Reports; 2005-2011

# Why locate in Ireland?



**PEPSICO**

*“The ongoing success of our operations in Ireland represents a springboard for business expansion. Having seen at first hand the tremendous work and results achieved by the Ireland R&D team over the past five years, our new state-of-the-art facility will help ensure PepsiCo is better placed than ever before to deliver breakthrough innovation globally.”*

**Mike Engler**, Senior VP and General Manager,  
PepsiCo Worldwide Flavours (April, 2012)

# Engaging in Research and Innovation



**Technology Centres** – industry-led research in emerging technology sectors

**EU, FP7 and ESA** – access funding and research partners across Europe

**Applied Research Enhancement Centres** – collaborate in clusters of companies and access equipment and technology

**Innovation Partnerships** – up to €250,000 available for collaborative projects between companies and research teams in Higher Education

**The R&D Fund** – grants for inhouse R&D projects, small and large, and collaboration bonuses for company-to-company collaboration

**R&D Advocates Scheme** – Assistance to explore how R&D can help your business and help you get involved in R&D

**Innovation Vouchers** - €5,000 for small companies to get innovative solutions to technical and business challenges



# Exploring the opportunity

- R&D Stimulation
- R&D Advocates
- Going Global funding
- Technical Feasibility
- Innovation Voucher



**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](mailto:going.global@enterprise-ireland.com) or 01-7272100.

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



[www.enterprise-ireland.com](http://www.enterprise-ireland.com)

# Engaging with our 3<sup>rd</sup> Level Institutes



- **Technology Centres and ARE Centres** (~€1 million per annum over 7 years)
- **Industry Led Research projects** (~€1-2 million over 2-3 years)
- **Innovation Partnerships** (~€6.5m annually, ~ 55 companies)
- **Innovation Vouchers** (Once off payment of €5K)

# Ireland's R&D Strengths

## Particularly strong in.....

- food processing technologies  
eg dairy powder technology and non-thermal processes
- food science and innovation especially ingredient development, and relevant to all of the major industry sectors
- food health and research especially in relation to nutrition, new ingredients to enhance health and the influence of gut microflora on health
- food business and consumer science food safety and the identification, detection and control of food-borne pathogens and spoilage organisms



# Innovation Vouchers



IslandSeaFoods Ltd.



*Flavoured Mackerel products*

- Linkages
- €5K
- 3rd level
- Problem/New
- Cluster
- Co-Fund

# Innovation Partnerships

## The Basics

- New novel products, processes
- 25-80% support
- Academic lead
- Average €130K
- Monthly call

## The best projects

- Robust IP
- Commercial Opportunity
- Route to market
- Company Champion
- Institute commitment
- Genuine match of skills and need

*96% of companies would recommend this programme to other businesses*

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# Recent IPP approvals

- Better online analysis of potential contaminants
- New Free-From Products
- New on the go product range
- Low fat confectionary
- Energy efficient production

*71% of participant companies surveyed said that their objectives were largely or fully achieved*

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# Driving In-house Innovation



**Innovation Ireland**

**ENTERPRISE IRELAND**

**R&D**

**Want to talk to a global audience?  
Then talk to us about R&D.**

R&D is proven to be a key ingredient in making companies become more competitive. This makes your products and services more attractive to international clients, which means more sales leads and more new business.

So, no matter what sector you're in – from software and service companies to manufacturers – R&D support from Enterprise Ireland is the smarter way to get your company talking on a truly global stage. Funding of up to €450,000 is available to help Irish companies invest in R&D to increase sales and profitability.

Call: **727 2224**  
[www.enterprise-ireland.com/innovate](http://www.enterprise-ireland.com/innovate)

Enterprise Ireland

Small R&D: Up to €150K

Large R&D: Up to €650K

Small	Medium	Large
Up to 45%	Up to 35%	Up to 25%

# Adding value for the Customer

Marks & Spencer reported a rise in sales in the first quarter of the year, driven by its food business

**“Only at M&S”**

*The retailer attributes the growth in food sales to the launch of **500 new food products** during the quarter and its Dine in for £10 promotion*

*Offering M&S customers more choice, **innovation** and great **value** for money*



# Sustainable Innovative Companies : Key Features

## Innovation

Customer-centric  
Structured Innovation Process

## Strategic

Leverage within value-chain  
Recurring, repeatable revenue  
Substantial Business Plan  
Roadmap to scale

## Marketing

Clear value proposition  
Quality customer list  
Knowledge of competitors  
Strong domain knowledge  
Avail of all channels to customers

## Management

Key people as leaders:  
Driven, Ambitious and Visionary  
Balanced management team  
Openness to external influencing  
Board experience in emerging challenges  
Competent in acquisitions

## Production

Highly effective delivery  
Deep production / operational competence  
Outsourcing of non core activities  
Strong logistics management

## Finance

Strong financial controls  
Ideally profitable and cash positive  
Engaged in high margin activities  
Clear funding path for roadmap  
Willing to engage with investors & lenders

# Recent Successes 2012

- Kerry Foods to set up a €100m Global Technology and Innovation Centre in co. Kildare creating 900 new jobs
- Dawn Meats invests €14.5m and creates 65 new jobs to service a McDonalds contract worth €300m.
- Irish Distillers creates 60 new jobs in a €100m expansion of the Jameson Distillery in Midleton, co. Cork
- Carton Brothers expands poultry processing plant and creates 50 new jobs
- Danone Baby Nutrition creates 45 new jobs in a €20m expansion of their Wexford based Infant formula manufacturing plant.

# Thank You!

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*Promising market led research projects*

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