

InterTradelreland is the only organisation which has been given responsibility by both Governments to boost North South economic co-operation to the mutual benefit of Northern Ireland and Ireland.

InterTradelreland is a powerful resource for business growth, helping SMEs through a strong mix of business intelligence, funding support and meaningful contacts.

InterTradelreland will endeavour to facilitate requests for alternative formats of this publication including Irish Language, Ulster Scots, Braille, disk and audio cassette.

For more information, please contact:

Communications Department

Telephone: 028 3083 4100 (048 from Ireland)

Textphone: 028 3083 4169 (048 from Ireland)

Email: equality@intertradeireland.com

InterTradelreland

The Trade and Business Development Body
The Old Gasworks Business Park
Kilmorey Street, Newry, Co. Down, BT34 2DE

Tel: 028 3083 4100 (048 from Ireland)

Fax: 028 3083 4155 (048 from Ireland)

Textphone (For people with hearing problems): 028 3083 4169 (048 from Ireland)

Email: info@intertradeireland.com

Web: intertradeireland.com



Published March 2016

 **InterTradelreland**
Discover what's possible

The Key To Innovation Success

Rethinking your products and services is the key to unlocking commercial success. Innovation and R&D requires specialist skills. Whether it's developing those within your company or accessing them through external supports, InterTradelreland can help.

FUSION Facilitates technology transfer and provides financial support for the specialist skills your business needs

Challenge Provides SMEs with a proven, reliable and repeatable innovation process to bring ideas to market quicker and with less cost

Horizon 2020 Helps SMEs and researchers connect across the island to access European funding

US-Ireland R&D Partnership
Linking with the US for collaborative research

All-Island Innovation Programme

A series of innovation lectures, masterclasses and conferences



Unlock a bright future

The Key To Innovation Success

FUSION

Product development and innovation is at the heart of growth but often needs costly technology support. InterTradeIreland's FUSION can provide that support by helping to fund a high calibre science, engineering or technology graduate and partnering you with a third level institution with specific expertise.

The graduate is employed by you and is based in your company with mentoring from the academic partner and the InterTradeIreland FUSION consultant.

You can choose an 18 month project (typically for new product or service development) or a 12 month project (typically for process improvement) depending on your business needs. Funding is available up to £44,250/€58,700 for 18 month projects and up to £31,000/€41,100 for 12 month projects.

On average each company taking part on the FUSION programme benefits from over £1 million worth of sales or efficiency savings in the three years following the project.

Challenge

Aimed at MD's and CEOs of small businesses, Challenge allows business owners to transform their company's prospects in just nine months by learning and applying the most effective methods of generating innovative ideas and marketing and launching new products and services.

From those attending the various briefing events across the island, companies will be selected to take part in workshops and then go through a competitive process where 25 small businesses annually will be selected for intensive specialist in-house mentoring and support.

The Challenge programme provides SMEs with an adaptable and repeatable innovation process and is free to register and attend.

Horizon 2020

The European Commission's research and innovation programme will invest €80bn over 7 years to boost jobs and growth.

SMEs are actively encouraged to participate in Horizon 2020 and InterTradeIreland supports companies and researchers from Ireland and Northern Ireland to collaborate on a cross-border basis to access these funds.

US-Ireland R&D Partnership

InterTradeIreland supports scientists and engineers from Ireland, Northern Ireland and the United States to form collaborative partnerships that will advance research interests and economic development. The partnership assists in the areas of health, nanoscale science and engineering, sensors and sensor networks, telecommunications and energy & sustainability.

All-Island Innovation Programme

The InterTradeIreland All-Island Innovation Programme aims to promote and encourage innovation across the island. A series of lectures and masterclasses are held throughout the year to provide businesses with access to leading innovation practitioners and the latest innovation thinking. These events take place in association with Queen's University Belfast, University College Dublin, National University of Ireland, Galway and University College Cork.

Am I eligible?

Further information and eligibility criteria for all InterTradeIreland supports is available on our website.



Find out more

To learn how InterTradeIreland can help you unlock innovative business ideas, visit:

www.intertradeireland.com/innovationsuccess