Dave Cody
Chief Executive Officer
Background

• A network of 35 locally based offices were established in 1993.

• Providing support to the Micro-Enterprise Sector (i.e. Less Than 10 Employees)

• Funded by Dept. of Enterprise, Trade & Employment
Evaluation Committee

Representation from a range of organisations

Board

Statutory Agencies
Community Representatives
Social Partners
Key Issues for Micro-Industries

• Poor Business Planning

• Lack of resources both financial & otherwise

• Lack of proper skill sets to drive the business forward

• Isolation
Supports Offered

• Direct Financial Assistance (Grant Aid)

• Training and Mentoring (Soft Supports)
Financial Instruments

DIRECT GRANT AID

Employment, Capital & Feasibility Study Grants

REFUNDABLE GRANT AID & EQUITY
Project Selection

• Manufacturing and Internationally Traded Services with potential to grow

• Locally provided services that avoid deadweight & displacement CANNOT REP. More than 15% of annual approval capacity

• General Criteria
  – Viable Business Idea
  – Good Promoter
  – Matching Capital
  – Job Creation
  – No Deadweight or Displacement
Capital Grants

• For purchase of plant & machinery
• Office equipment
• Motor vehicles not allowed
• Maximum grant €75,000 (Or 50% of cost of equip.)
• Minimum 15% Refundable Aid
Employment Grants

- Maximum grant per employee or promoter
  - €7,500 (Up to a maximum of 10 jobs i.e. €75,000)

- Grant payable in 2 installments
  - €3,750 at commencement
  - €3,750 at six months
Feasibility Grants

- Research
- Development
- Prototype Production

Maximum grant of €5,100
(Or 50% of cost)
Soft Supports

- Education & Awareness
- Advice & Mentoring
- Management training and development
Education & Awareness

• Cork Schools Enterprise Programme
• National Student Enterprise Awards
• SYOB Skills Course
• National Enterprise Awards
• Media/Press/Newsletters
• Third Level Bursary
Mentoring

- Enterprise Ireland Mentor Panel
- Business Innovation Centre
- Independent Consultants
Management Training & Development

- Effective Personal Productivity
- Personal & Business Coaching / Strategic Planning
- Sales & Marketing
- Financial Management / Computerised Accounts
- Web Optimisation / E-Commerce
- Marketing for Food Producers
- Gift Business Development Programme
- ICT Audits – Tech-Check / IT Training
- PLATO (Management network forum)
- Women in Business & Other Networks
## National Statistics

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Population</td>
<td>3,525,719</td>
<td>3,626,087</td>
<td>4,239,848</td>
<td>+ 17%</td>
</tr>
<tr>
<td>Unemployment Level</td>
<td>14.7%</td>
<td>11.9%</td>
<td>4.3%</td>
<td>- 10.4%</td>
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</tbody>
</table>

(Current Unemployment Level 5.1%) March – May 2008
Critical Success Factors

• Low Corporation Tax
• EU Structural Funding
• Young Highly Educated Workforce
• National Wage Agreements
• Industrial Development Authority (IDA)
Ireland’s Strengths

• Existing base of high performing firms and a growing internationally trading services sector
• Business friendly operating environment
• Membership of the EU and the only English speaking member of Euro zone
• An adaptable labour force
• An expanding labour force, reflecting both natural demographic growth and immigration
• Competitive personal and corporate tax rates
• An international reputation for flexibility and responsiveness
• A culture of openness – to trade, investment, ideas and people
### POPULATION

<table>
<thead>
<tr>
<th></th>
<th>1996</th>
<th>2006</th>
<th>Change</th>
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<tbody>
<tr>
<td>Metro Cork</td>
<td>242,584</td>
<td>257,350</td>
<td>+6%</td>
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<tr>
<td>Cork City</td>
<td>127,187</td>
<td>119,143</td>
<td>-6%</td>
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</table>

### POPULATION PROJECTION

<table>
<thead>
<tr>
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<th>2006</th>
<th>2020</th>
<th>Change</th>
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<tbody>
<tr>
<td>Metro Cork</td>
<td>257,350</td>
<td>316,530</td>
<td>+23%</td>
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<tr>
<td>Cork City</td>
<td>119,143</td>
<td>135,820</td>
<td>+13%</td>
</tr>
</tbody>
</table>
Metropolitan Cork

- 257,000 people in 2006
- 320,000 forecast for 2020
- 119,960 jobs in 2000
- 160,310 jobs in 2020
### Size of Businesses - Cork City 2006

<table>
<thead>
<tr>
<th>Employees</th>
<th>No. Orgs.</th>
<th>% Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 200</td>
<td>49</td>
<td>35%</td>
</tr>
<tr>
<td>101-200</td>
<td>45</td>
<td>9%</td>
</tr>
<tr>
<td>21-100</td>
<td>443</td>
<td>23%</td>
</tr>
<tr>
<td>1-20</td>
<td>4,037</td>
<td>33%</td>
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</tbody>
</table>
Future Developments

- 30,000 jobs at present in city centre
- Expanding economic activity
- Retail Strategy 52,000sq m to 2011
- 20,000 sq m in planning already
- Offices - 45,000sq m permitted /under construction
- City Centre - potential further intensification
- Docklands Development Strategy
  - 600,000 sq m non-residential, offices,
  - office based industry, science park
  - 6,000 housing units
Overview of Cork Industry

- Cork has a 134 Foreign Direct Investment companies
- employing over 18,000 people – an increase of 20% since 1999
- Comprises 9% of County’s labour force
- Target Sectors:
  - Pharmaceuticals/Biotechnology
  - ICT (including software)
  - International and Financial Services
  - Engineering
Sectoral Profile of Employment in Cork (FDI)

- Engineering & Consumer Products: 29%
- Medical Technologies: 11%
- PharmaChem: 14%
- ICT: 35%
- International Services: 11%
Country Source for Foreign Direct Investment in Cork

- USA: 55%
- UK: 18%
- Germany: 13%
- France: 8%
- Other: 6%

Czech Republic Delegation
October, 2008
Some Existing IDA Supported Companies in Cork

- Pfizer
- RCI
- Siemens
- Boston Scientific
- Black & Decker
- Novartis
- EMC
- DePuy
- Kostal
- McAfee
- IBM
- Cork City Enterprise Board

Czech Republic Delegation
October, 2008
Cork’s Key Strengths

• Large population base and a major growth centre.
• UCC, CIT and NMRC with research activities and over 30,000 students in third level education
• Well developed infrastructure with further investment underway in Road, Rail, Air and Telecoms
• Well established track record as a location of choice for leading corporations
• Co-operative approach
• Sophisticated services sector i.e. engineering
• Availability of serviced greenfield sites and top quality office accomodation
• Excellent Quality of Life
Education

• 55 Primary Schools
• 7 schools for pupils with special needs
• 29 Second Level Schools
• University College Cork - 14,000 full-time, 2,500 post-grad
• Cork Institute of Technology - 16,693 students (6,115 full-time)
• Further Education, 3 colleges - 4,826 full-time students
• % Population aged 15 or over whose Education ceased aged 15 or younger:
  • Total 17%    Males 17%    Females 17%
Research

**University College Cork**

- Tyndall Research Centre
- Power Electronics Ireland Technologies Centre
- National Programme in Advanced Technology Telecommunications
- School of Pharmacy
- 30 programmes (€60m) recently approved
- Biosciences Institute
- Analytical and Biological Chemistry Research Centre
- Alimentary Pharmabiotic Centre
Research

Cork Institute of Technology

- Centre for Surface and Interface analysis
- Clean Technology Centre
- Centre for Advanced Manufacturing and Management Systems
- Ecotoxicology Research Unit
- Biological and Environmental Services Unit
Patrick Street, Cork.
Mizen Head, West Cork
Czech Republic Delegation
October, 2008
Glandore, West Cork

Glandore, West Cork
Thank you