

Investing in the Green Economy

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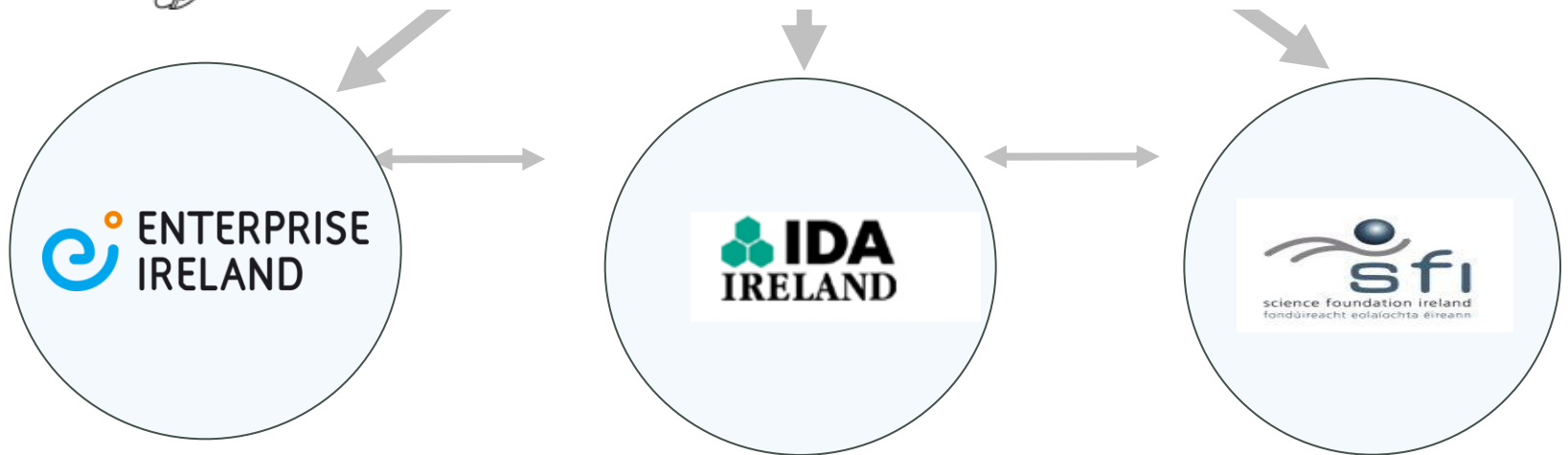
Enterprise Ireland's Mission

To accelerate the development of world-class Irish companies to achieve strong positions in global markets, resulting in increased national and regional prosperity.

Ireland – the Innovation Island - CleanTech



An Roinn Fiontar, Trádála agus Nuálaíochta
Department of Enterprise, Trade and Innovation



Irish owned enterprise
Transforming Irish Industry 2008-2010

Inward Investment

Primary Research

www.enterprise-ireland.com

Enterprise Ireland CleanTech Strategy

“Accelerating the Growth of Irish Companies
in World Markets”

Enterprise Ireland CleanTech Focus

Growing the Sector

“For Ireland to be considered a global centre and leader in CleanTech in niche areas and for EI clients to be central to that reputation”

**Improving
Sustainable
Development across
all key clients**

CleanTech – The Vision

- Ireland as Global Centre for Greentech in niche areas
- Strong Ireland CleanTech Brand globally
- Regional Dispersal of Activity
- Ireland Inc leading in adoption of CleanTech products/services
- Capitalising on existing capability – Electronics, Environment, Construction, ICT & Engineering
- Cross Agency Collaboration – EI, IDA & SFI and also EPA, Marine Institute, SEI & various Government departments

CleanTech Sectors in Enterprise Ireland

- Energy Efficiency
- Renewable Energy
- Waste Management
- BioEnergy
- Water
- Services (relating to all the above)
- Many others- engineering/construction



The Good News – Big CleanTech Opportunities

- Driven by climate change, regulation, financial incentives, efficient resource management, fossil fuel decline, new “green” deals/targets, green stimulus packages, sustainability agenda
- Investors agree- VC investment is ↑, esp in US
- Good Fit for Ireland (research, skills, tech, image)
- Steady global market growth to US\$700bn by 2010 (Forfas)

Existing Capability

- 152 companies dealt with by the CleanTech team in EI generating €101m exports in 2009 and employing 3700
- Overall there are 265 companies with exports totally €370m and employing 12,000 (including engineering, construction companies)
- Chief export territories include UK (41%), Eurozone (28%), Asia Pacific (18%)
- Entrepreneurship/ diversification activity strong
- Irish companies considered leaders in niche areas

CleanTech Ireland

■ Energy














■ Water







● Waste





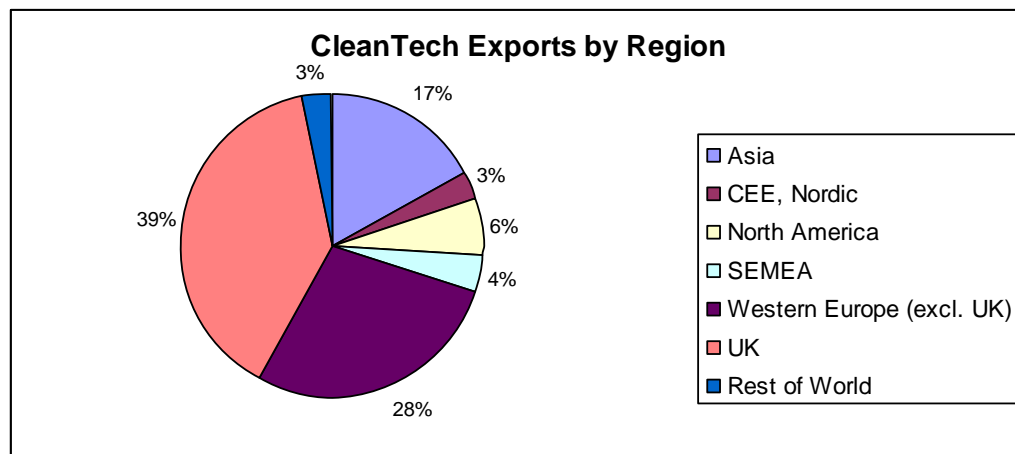



Strategy for Growth

- Sub-sector focus – energy efficiency, renewable energy, water....
- Internationalisation
- Industry Collaboration/Networks
- Growth Finance
- Entrepreneurship
- Innovation for Competitive advantage

Issues and Opportunities

- **Strong Growth internationally**
- **Diverse Sector with opportunity for Job creation**
- **Urgent need to Internationalise**
- **Access to Finance/Funding Critical**
- **Regulatory/Infrastructure Issues in Ireland**



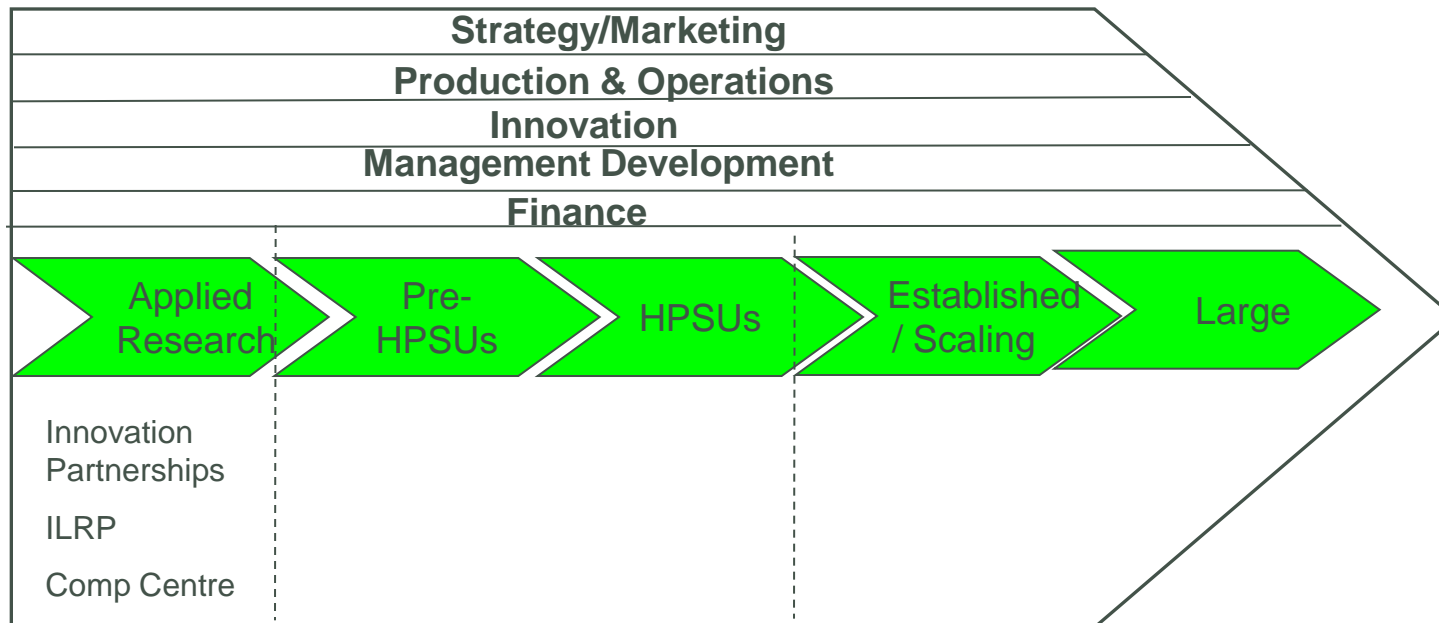
Important “Non Financial” Supports

- Experienced Development Advisers
- Human Resources Development Advisers
- Training & Management Development Programmes – Leadership 4 Growth, International Selling
- Workshops & Seminars – First Flight
- Contacts & Networks – EI Overseas Offices

EXTERNAL FINANCE

- Business Angel Investors, network of high worth individuals
- Halo Business Angels Network through BIC
- Investor Forums, London '08 and '09 e.g. Clean Capital and Virgin CleanTech
- Introduction to CleanTech Funds – VCs, 4th Level, Delta, Seroba
- Banks – tripartite agreement, interaction

Our Strategic Objectives Span all Stages of Development



- *Accelerate indigenous export growth*
- *Building innovation capability*
- *Develop leadership/management capability & international networks*
- *Develop platform for longer term growth – Collaboration with SFI/SEIA/Marine Inst.*

Funding Offer 2010

Exploring Opportunity	Start-Ups	Innovation / Competitiveness	Expansion
Going Global	HPSU/Equity	R&D Fund	Expansion
E-Business	HPSU Feasibility	Key Manager Grant	Enterprise Stabilisation Fund
Mentors online	CORD	Lean Initiative (new)	Market Research Programme (new)
Consultancy online	Business Accelerator	Greentech	Job Expansion Fund (new)
Feasibility online	Mentors		Graduate Market Placement (new)
FP7	Trade Fair		
Trade Fair online	Consultancy		
Business Accelerator online			

How do we invest?

- HPSU – preference share – high risk
- Established Companies – grant orientated - less risk
- Exceptions – Enterprise Stabilisation Fund and Expansions

Questions and Answers

Thank You