

Regions and Cities

Workshop - scaling SMEs and attracting FDI

The Ireland experience

Ireland - where we've come from

- ▶ Ireland is a small economy - with a population of (only) 4.77 million
- ▶ yet is known for its success in attracting FDI
- ▶ What can we base our success on?
 - ▶ Openness to trade
 - ▶ Positioning as gateway to a single European market (& English speaking)
 - ▶ Dedicated Investment Promotion Agency - clear mandate
 - ▶ Deepening our understanding of enterprise needs... motives for FDIand re-defining Ireland's value proposition...
 - ▶ Comparative advantage in certain sectors & activities

BUT.....

- ▶ Do we sufficiently recognise Irish owned companies of scale and global reach?



Enterprise 2025

Ireland's national enterprise policy

Strategic focus

- ▶ Increased **emphasis on Irish owned entrepreneurship** with *better survival rates and growing companies to scale*
- ▶ Harness distinctive characteristics of foreign and Irish owned through effective **collaboration and clustering**
- ▶ Spotlight on **innovation and talent & technologies**
- ▶ Realise potential of regions through **place making**
- ▶ Develop international relationships - international visibility, reputation

Requires cross-government commitment



Enterprise 2025

Supporting enterprise : national agencies



Supports Irish owned enterprises to start, scale and internationalise



Attracts FDI - that is focused on international markets
Greenfield and expansions



Investing in research infrastructures
Research Prioritisation

Stimulating networks, linkages and collaborations



An Roinn Gnó,
Fiontar agus Nuálaíochta
Department of Business,
Enterprise and Innovation

Placemaking

Strong interdependence

between

the planning, development and creation of **an attractive environment** and where **companies choose to establish**, invest and create jobs; and people choose to live

Competitive regions play a key role in driving sustainable national economic growth

- Moving the discourse from ‘balanced’ regional development to realising potential & differentiation
- This requires both top down and bottom up processes to inform investment & priorities
- Regional growth centres are key... connected to their hinterland, facilitating mobility of people, goods and data

Requires cross-government commitment

An attractive environment for enterprise

table stakes and differentiators

- **Certainty** stable political environment and fiscal policies
- **Connectivity & access to markets** : physical and digital - national & international
- **Commercial property** solutions - 'ready to go', 'landing spaces', co-working spaces,
- **Critical mass** in population - access to **talent, skills** and **innovation**
- **Climate change** environmental **sustainability** ...smart locations
- **Concentrations and dynamic clustering**
- Quality of life and sense of Place (**place-making**)

Not 'just' about FDI !

A competitive environment - not just about costs

Celebrating regional difference

Ireland's spatial policies

Project Ireland 2040

- ▶ Ireland's spatial planning Framework to 2040
- ▶ Aligned with enterprise policy
 - ▶ Desired outcomes include a *strong economy, supported by enterprise, innovation and skills*
- ▶ National Planning Framework supported by:
 - ▶ an aligned Capital Investment Programme & newly established
 - ▶ the development of Regional Spatial and Economic Strategies, and
 - ▶ local economic and community plans



Strong political buy-in

Regional assemblies & Local Authorities....

Supporting regional and enterprise development

- ▶ Developing and delivering on integrated spatial and economic strategies/ plans
- ▶ Informing prioritisation of regional & national infrastructure investments
- ▶ Investing in underutilised assets, creating attractive places & building on strengths

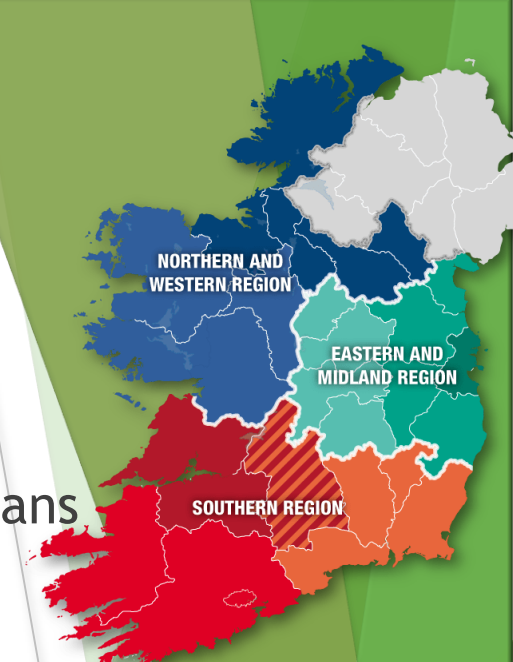
Various sources of funds - Competitive Regional Enterprise Development Funds : Rural & urban renewal funds : delivered nationally : accessing EU Funds

- ▶ Harnessing local champions & communities - stimulating collaboration at local/regional



Oifig Fiontair Áitiúil
Local Enterprise Office

- ▶ Direct supports for entrepreneurship, innovation and locally trading enterprises



Translating national enterprise policies into regional context

..where enterprise meets spatial planning

Highly collaborative and connected



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Supports Irish owned enterprises to internationalise from start up to mid-cap focus on scaling

Attracts FDI - that is focused on international markets Greenfield and expansions



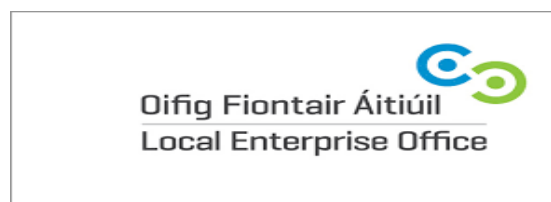
**Northern & Western
Regional Assembly**



Tionól Reigiúnach Oirthir agus Lár-Tíre
Eastern and Midland Regional Assembly



Regional Action Plans for Jobs (9)



Local Enterprise and Community Plans (31)



..... or risk of a confused landscape?

Key messages

- ▶ Enterprise development is a broad agenda and requires cross government commitment
- ▶ Regional development involves top down & bottom up approaches - and national, regional and local government commitment

Strong interdependence between 'place' and enterprise development

- ▶ Clear strategies - setting a shared agenda, supported by delivery mechanisms and monitoring
- ▶ Understanding motivations (needs) of enterprise and own territorial resources/assets is fundamental to developing a compelling proposition for business investment
- ▶ Capitalising on what you have, investing to fill the gap and harnessing champions - it's a longer term 'game'



Challenges - at what scale does (regional development) make sense?

