

# Beyond the recession

what can science and innovation partnerships do for you?"

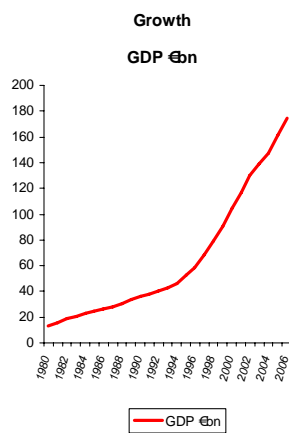


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## GDP Growth Ireland

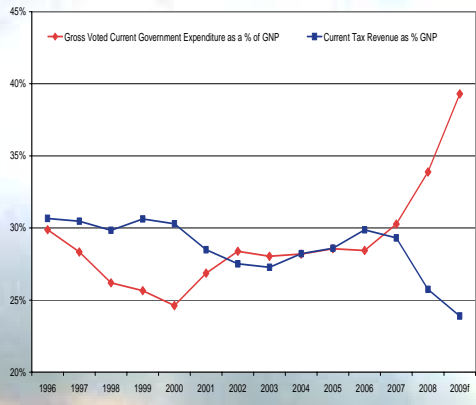


## Competitive Advantage

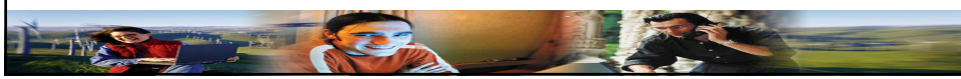
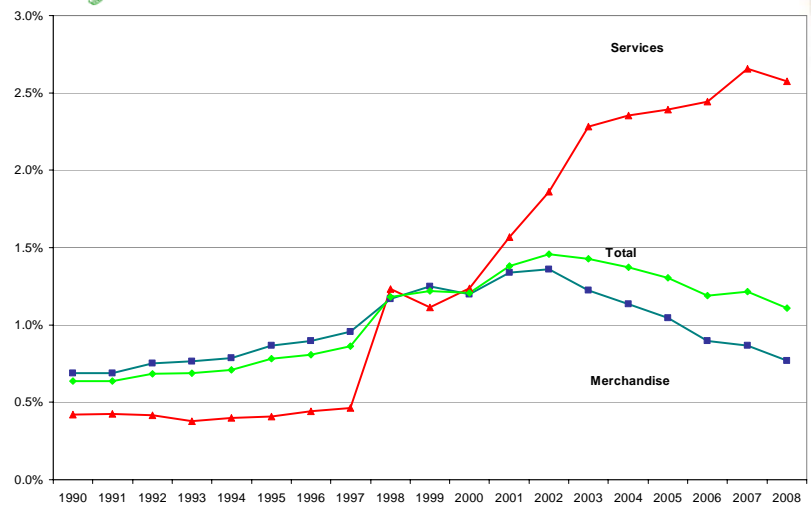
- Tax
- EU Membership
- Temporary Monopoly



# The Short Term Challenge



## Ireland's Share of World Trade

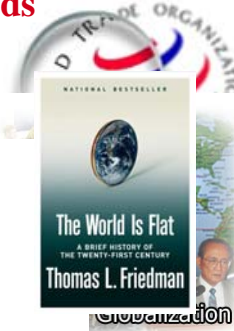


## Globalization / Internationalization Trends



### 2001 - China Enters WTO

"We are part of a historical event, an event which will bring a country with one fourth of the world population into the multilateral trading system." Chief Chinese trade negotiator Long Yongtu



### EU Services Directive

The objective of the directive is to achieve a genuine Internal Market in services by removing legal and administrative barriers to the development of service activities between Member States

*"In football everything is complicated by the presence of the other team"*

.....Jean Paul Sartre



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## The Long Term Challenge

*Positioning to Create Wealth in a Highly Globalised World*

*Creating temporary monopolies through  
Science and innovation partnerships*

*in*

*niche knowledge areas*



# Choosing the Niche... .. Building on natural resources

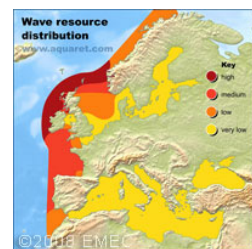


## Wind & Wave Resources



Wind resource at 50 metres above ground level for five different topographic conditions	1	2	3	4	5
10-15 km/h	10-15	10-15	10-15	10-15	10-15
15-20 km/h	15-20	15-20	15-20	15-20	15-20
20-25 km/h	20-25	20-25	20-25	20-25	20-25
25-30 km/h	25-30	25-30	25-30	25-30	25-30
30-35 km/h	30-35	30-35	30-35	30-35	30-35
35-40 km/h	35-40	35-40	35-40	35-40	35-40
40-45 km/h	40-45	40-45	40-45	40-45	40-45
45-50 km/h	45-50	45-50	45-50	45-50	45-50
50-55 km/h	50-55	50-55	50-55	50-55	50-55
55-60 km/h	55-60	55-60	55-60	55-60	55-60
60-65 km/h	60-65	60-65	60-65	60-65	60-65
65-70 km/h	65-70	65-70	65-70	65-70	65-70
70-75 km/h	70-75	70-75	70-75	70-75	70-75
75-80 km/h	75-80	75-80	75-80	75-80	75-80
80-85 km/h	80-85	80-85	80-85	80-85	80-85
85-90 km/h	85-90	85-90	85-90	85-90	85-90
90-95 km/h	90-95	90-95	90-95	90-95	90-95
95-100 km/h	95-100	95-100	95-100	95-100	95-100

Rise



EMEC

## Research Capability



# Choosing the Niche... .. Building on research capability



## Photonics Research Capability

## Growing Base of Companies



## Choosing the Niche

*Building on existing Companies*



Existing Companies

Convergence - Research Capability



Microsoft



CRANN

Google



bdi



Medtronic



APC



ctvr



KERRY



CLARITY



gsk  
GlaxoSmithKline



Boston  
Scientific  
Delivering what's next.



DERI



CREGANNA  
MEDICAL DEVICES



## Creating Unique Competitive Positions

*Knowing & understanding the market/customer needs*

*Using know-how/knowledge/expertise/skill to satisfy those needs in a superior differentiated way thereby providing value.*

*So that we extract a higher value/premium for the products or services that we provide*

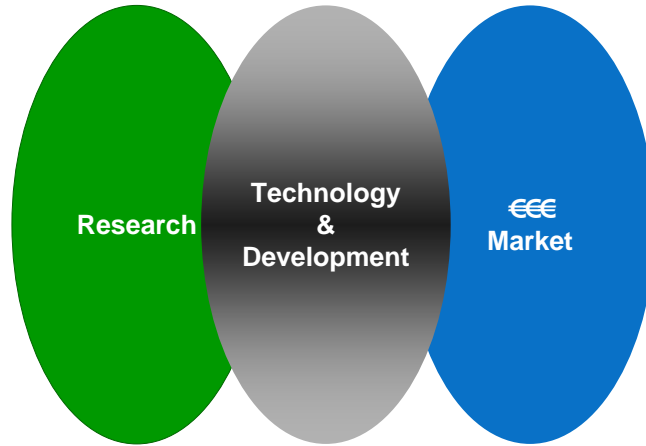


*'Marketing and Technology is all that matters for a company. The rest is cost' ...Drucker*



# Science & Innovation Partnerships

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## The future for a small open economy ? ....in a highly globalized world

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*"A strong and independent industry must, however, develop its own intellectual resources of science and technology, for industry activity that depends upon imported brains and second-hand ideas cannot hope to be more than a vassal that pays tribute to its overlords and is permanently condemned to an inferior competitive position"*

.....Frederick Terman , Dean of Engineering, Stanford 1947

