

The Juice

A monthly series of thought-sparking breakfasts

at Synergy Centre, Institute of Technology Tallaght

Tuesday Mornings, 8.30 – 10.00am
Coffee & Croissants Served

Tue 10th May 2011, 8.30am



InterTradeIreland: Fusion & Acumen

Speakers: *Jim Fitzsimons, Fusion Consultant, Ireland East & Micheal McElroy, Aisling Meleady, Acumen Programme Consultants*

Fusion is a program run by InterTrade Ireland to help companies to recruit technical personnel at the same time as having free access to University and Regional College expertise from Northern Ireland. Fusion partners Irish companies with these colleges to solve key technical issues. Grants are given to allow the college to work with the company in addition to paying about half the salary of the technical person hired. The technical person is also enabled to pursue a Level 9 Post Graduate Diploma in Management Practice at the Smurfit Business School at UCD. In addition Northern Irish companies are partners with Irish Colleges. In this way, technology is transferred to the companies, who get access to college expertise, and a half price technical person to work fulltime on a key project for a year. The technical person is also trained on weekends in Business at Smurfit.

Part of the InterTrade Ireland organisation, the Acumen programme focuses specifically on increasing sales for SMEs. It helps companies to access new markets, with better knowledge. Acumen helps to identify new opportunities for companies and make improvements to their sales and marketing strategy with expert advice and increased business contacts and prospects. Acumen has provided assistance to over 300 companies to date, and does so through 4 methods: Salesperson funding, Prospector funding, Consultancy funding, and Graduate funding. The Graduate programme involves placing an experienced Graduate in a company to focus on increasing their cross-border sales. The graduate will also complete a Professional Diploma in Sales Development from the highly acclaimed, UCD Michael Smurfit Graduate Business School.

***All breakfast briefings are free of charge but places should be reserved in advance.**

Contact Onray.brainard@ittdublin.ie or call 01-404 2083.

The Synergy System

Business Idea
Enterprise Launch
Programme



Viable Concept
Synergy Enterprise
Platform Programme



Trading Business
Synergy Business
Incubation