

**Minutes of the 165<sup>th</sup> Meeting of the Board of InterTradeIreland, the Trade and Business Development Body.**

**Tuesday 28<sup>th</sup> June 2016 – InterTradeIreland (12.30pm – 14.15 pm)**

Present:

Board Members:

Mr Martin Cronin	Chairman
Ms Joanne Spain	Vice Chair
Ms Rosemary Delaney	
Mr Paul Greenfield	
Mr Patrick Joy	
Mr Timothy Mayes	
Prof Terri Scott	
Mr James Spratt	
Mr Paul O'Sullivan	

In Attendance:

Executive:

Mr Thomas Hunter McGowan	CEO
Mr Aidan Gough	Director of Policy and Strategy
Ms Margaret Hearty	Director of Programmes and Business Services
Mr Laurence Lord	Director of Corporate Services
Ms Orla McGlennon	Board Secretary

**165.1 Apologies.**

Apologies were received from Mr Terry Crossan, Mr Jack Gallagher and Mr Kevin Norton.

**165.2 Conflict of Interest.**

No conflicts of interest were declared.

### 165.3 Authorisation of Previous Minutes.

The Minutes of the 31<sup>st</sup> May 2016 Board meeting were approved and authorised by the Chairman.

### 165.5 CEO Report

The Board Secretary distributed a copy of the CEO report to all Board members.

Mr Hunter McGowan presented his CEO report. He reported on a positive engagement with Sponsoring Departments at a recent liaison meeting in Dublin. Issues discussed included funding constraints on the Body.

An ideas generation workshop was held on 7<sup>th</sup> June using the Challenge Programme methodology. A significant number of ideas were generated and these will be consolidated into a smaller number in order to affect improvements/development in our programme offerings.

The CEO opened the Meet the Buyer event in Belfast on 8<sup>th</sup> June which was very successful. The 11 Super Councils were all in attendance and their stands were extremely well attended.

Work continues on progressing the opportunities contained in our 'Mapping the Potential for All Island Sectoral Ecosystems' report with a draft action plan. The CEO advised that Mr Gough would update the Board on this matter as a separate agenda item.

The Steering panel meeting to consider Interreg V applications was postponed and another meeting has been rescheduled for 27<sup>th</sup> July.

The Chairman thanked Mr Hunter McGowan for his report.

### 165.6 Board Sub Committee/Steering Committee Reports

#### *Audit and Risk Assurance Committee Report*

Mr Mayes reported back from the Audit and Risk Assurance Committee meeting held on 31<sup>st</sup> May 2016. He advised that since the Board had set a risk appetite, the Body is now fully compliant with its Risk Management Policy.

Mr Mayes informed the Board that the Body's Risk Register was reviewed by the Committee and per the agreed policy it should be presented to the Board on an annual basis. The Register is contained in appendix 1 of the Governance and Financial Matters report. The Board noted the May 2016 Risk Register.

He advised that the Committee discussed the matter of succession and agreed that it would facilitate the continuity of the Committee if another current Board member whose tenure extends beyond December 2016 would attend the remaining two Audit and Risk Assurance Committee meetings. Any Board members who would be willing to join the Committee were invited to contact the Chairman of the Board in the first instance.

The Board noted the Audit and Risk Assurance Committee report and the Chairman thanked Mr Mayes for his update.

#### *Innovation Sub Committee Report*

Prof Scott reported back from the Innovation Sub Committee meeting held on 31<sup>st</sup> May 2016. The Committee considered 11 new Fusion applications and approved 10. One project was deferred. An additional deferred project was approved by email prior to the meeting.

The Board noted the decisions of the Innovation Sub Committee and the Chairman thanked Prof Scott for her report.

#### *Trade Sub Committee Report*

Mr Joy reported back from the Trade Sub Committee meeting held on 31<sup>st</sup> May 2016. The Committee considered 13 Acumen applications and approved 9 projects and 4 projects were deferred for further information.

The Board noted the decisions of the Trade Sub Committee and the Chairman thanked Mr Joy for his update.

#### *Communications Sub Committee Report*

Ms Delaney reported back from the Communications Sub Committee held immediately prior to the Board meeting. She advised that the Committee had reviewed performance metrics to date and the ambitious targets set for 2016.

Ms Delaney informed the Board that website visitors continue to increase as a result of the current digital marketing campaign.

In light of the Brexit result, the Committee are of the opinion that InterTradeIreland as the voice of authority on cross border trade should communicate proactively on this topic over the coming months. The third quarter Business Monitor will collect data that should inform future communications. The Committee recommended that a contingency budget be put in place for this purpose. The Board discussed this proposal and approved a contingency budget. It was agreed that the Communications team would keep the Communications Sub Committee informed of any plans to support the Body's post Brexit decision messaging.

Ms Delaney reported that the Committee had discussed sponsorship and it was agreed that given budgetary constraints, no sponsorship initiatives are currently under consideration. The Committee had reviewed their Terms of Reference which has been updated to reflect its membership.

The Board noted the Communications Sub Committee update and the Chairman thanked Ms Delaney and the Committee for their input.

## 165.7 For Consideration, Discussion, Decision &/or Approval

### *Operations Directorate Progress and Activity Report*

Ms Hearty presented the Operations Directorate Progress and Activity Report. She advised that all programmes and budgets continue to be substantially on track and any minor shortfalls are likely to be achieved over the coming months.

The Chairman thanked Ms Hearty for her report.

### *Governance and Financial Matters*

Mr Lord presented the Governance and Financial Matters report. He informed the Board that the 2015 Accounts have now been signed by both Auditors and Comptroller Generals. The Accounts and Annual report will be laid before the Assembly and the Dáil at the earliest opportunity.

Mr Lord advised that the 2016 Business Plan and budget were ratified at an NSMC meeting held on 24<sup>th</sup> June. He informed the Board that DETI has now resumed payments to the Body.

Mr Lord referred to the Risk Register as at May 2016 (included in the Board papers) and the policy to present annually to the Board. Risks to be revised include the UK exit from the EU and Board continuity.

### *Communications Update*

Mr Lord presented the Communications and Marketing Performance Report. He advised that the Communications team are confident that the annual target will be reached. The increase in visitors to our website was highlighted.

The Board noted the Communications and Marketing report and the Chairman thanked Mr Lord for his update.

### *Tenders and Variations to Letters of Offer/Appointment*

Dr Magennis, Policy Research Manager joined the Board meeting for this and the subsequent agenda item.

Mr Gough advised that at the January meeting, the Board had approved the Research Agenda for 2016 to 2018 which included an analysis of cross border service trade. He advised that at present our understanding of the value of cross border trade is limited to manufactured goods. The release of the new Northern Ireland Broad Economy Sales and Exports Statistics (BESES) in February 2016, suggests that non-manufacturing sales to the ROI could amount to over £2.1bn. Mr Gough sought Board approval to carry out a short study to further analyse this figure by disaggregating it by sector and sub sector and by exploring the services data on South to North trade available from the Central Statistics Office. The objective for the study is to provide a more detailed picture of cross border trade in services to enable InterTradeIreland to identify potential opportunities for our suite of trade programmes.

The Board approved the request to go to competitive tender to carry out ‘an Analysis of cross border services trade’.

#### *Draft Action Plan for Development of All Island Sectoral Ecosystem: Pharmaceuticals Sector*

Mr Gough presented a draft Action Plan for Development of All Island Sectoral Ecosystem: Pharmaceuticals Sector. He informed the Board that in November 2015, InterTradeIreland published a report entitled ‘Mapping the Potential for All Island Sectoral Ecosystem’, which sets out a framework to assess how and what potential benefits can be derived from cross border co-operation to develop all island sectoral ecosystems. Mr Gough advised that InterTradeIreland has established and held meetings of an all island steering group with representation from the relevant development agencies (IDA Ireland, Enterprise Ireland, Invest N.I. and Science Foundation Ireland). The group agreed that the pharmaceuticals sector should be prioritised and a subsequent meeting was held with the sectoral experts from the agencies to devise a draft action plan. Mr Gough outlined two options to deliver an all island pharma convention that will give visibility to an all island sectoral ecosystem approach to the development of the pharmaceutical sector:

Option one would involve InterTradeIreland partnering with Bio-PharmaChem Ireland (the representative Body for the sector in Ireland) to create an all island convention. The 3 day event will be opened by the Taoiseach and InterTradeIreland has the opportunity to co-fund the event to involve industry and researchers from Northern Ireland and invite a Northern Minister to the convention.

Option two would involve InterTradeIreland organising a separate All Island Pharma Convention in 2017 with the costs being significantly higher.

The Board discussed the various options and approved funding towards the BioPharmaChem Ireland event in 2016.

#### *Interreg V Update*

Mr Gough gave an update on the Interreg V programme. He advised that a meeting of the Steering Committee due to be held on 22<sup>nd</sup> June was postponed. A decision by the Interreg Steering Committee is now expected on the 27<sup>th</sup> July 2016.

The Chairman thanked Mr Gough for his update.

#### *Business Plan Budget Variance and Milestone Exception Report*

The Board noted the Business Plan Budget Variance and Milestone Exception Report.

#### **165.8 AOB**

The Board had a lengthy discussion on the implications and impacts of the UK leaving the European Union. Ms Delaney reported that the matter was discussed at the Communications Sub Committee meeting held that morning. The Board agreed that InterTradeIreland’s role should continue to be

working to ensure that cross border trade, innovation and mutually beneficial business development opportunities continue to grow. The potential impact of Brexit on the Horizon 2020 programme and the InterTradeIreland application to Interreg V was also considered.

Mr Spratt raised the matter of assistance to SMEs in understanding public procurement processes. Reference was made to the Office of Government Procurement Progress Report 2015 – ‘High Level Group on SME Access to Public Procurement’. Ms Hearty confirmed that statistics are now published on both Central Procurement Bodies websites which includes details of upcoming pipelines of procurement opportunities. Other websites include Etenders/Etendersni/supplygov.ie and individual Centres of Procurement Expertise. Ms Hearty stressed the need for companies to register correctly on public tender platforms. InterTradeIreland in partnership with Central Procurement Directorate and local authorities will be holding specific seminars for SMEs to address this matter.

.....Authorised by:

Mr Martin Cronin  
Chairman, InterTradeIreland  
30<sup>th</sup> August 2016