

**Minutes of the 176<sup>th</sup> Meeting of the Board of InterTradeIreland, the Trade and Business Development Body.**

**Tuesday 29<sup>th</sup> August 2017 – InterTradeIreland (12.30pm – 14.30 pm)**

Present:

Board Members:

Mr Ken Nelson	Chairman
Mr Paul O’Sullivan	Vice Chair
Mr Micheál Briody	
Mr Terry Crossan	
Ms Rosemary Delaney	
Mr Paul Greenfield	
Mr Patrick Joy	
Ms Ann Rudden	
Prof Terri Scott	
Mr James Spratt	

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

#### 176.1 Apologies

An apology was received from Mr Timothy Cairns.

#### 176.2 Conflict of Interest

The Chairman asked members to declare any conflicts of interest relating to today’s agenda. The Chairman declared a potential conflict of interest arising from his position as CEO of LEDCOM, which is a member organisation of Enterprise Northern Ireland and is involved in the delivery of the Co-Innovate programme. Mr Greenfield declared a potential conflict of interest arising from his position as a member of the Peace IV Working Group and as Board member of East Border Region Ltd which is involved in the delivery of the Co-Innovate programme. No other conflicts were declared.

### 176.3 Authorisation of the 27<sup>th</sup> June 2017 Board Minutes

The minutes of the 27<sup>th</sup> June 2017 Board meeting were agreed as a true record of the meeting, approved by the Board and authorised by the Chairman.

### 176.4 Matters Arising

The Chairman advised that he had offered one to one meetings with all Board members around today's meeting. All other matters arising would be addressed during the course of the meeting.

### 176.5 Chairman's Business

The Chairman thanked all those Board members who had completed the Board Effectiveness Self-Assessment Questionnaire. He advised that the process had been very useful and feedback and results from the survey would be discussed at the September Board meeting.

The Board approved the proposed 2018 schedule of Board meetings.

The Chairman suggested changing the date of the scheduled 31<sup>st</sup> October 2017 Board meeting to the afternoon of the 24<sup>th</sup> October to coincide with the Brexit event in the Titanic, Belfast. The Board agreed to the proposed change.

The Chairman invited all Board members to attend the forthcoming Co Innovate Programme launches to be held in the Hillgrove Hotel, Monaghan on 7<sup>th</sup> September at 9.00am and the Scottish Marine Institute, Oban on 18<sup>th</sup> September at 1.30pm. Any Board members wishing to attend either event were asked to advise the Board Secretary.

### 176.6 CEO Report

The CEO reported that he had recently attended a Co Innovate Programme Monitoring Committee meeting in Glasgow. He advised that an Oversight and Liaison meeting had been held with the Sponsoring Departments.

The CEO advised that the platform which is used to prepare Board papers has undergone a redevelopment to improve the services offered. There is now the potential for all Board members to access all Board documentation via a computer or iPad and the possibility of extending the platform for Board Sub Committee papers. The Board agreed to discuss this matter at a future Board meeting.

The Chairman thanked Mr Hunter McGowan for his update.

## 176.7 Board Sub Committee Reports

### *Audit and Risk Assurance Committee Report*

Mr Crossan reported back from the Audit and Risk Assurance Committee meetings held on 27<sup>th</sup> June and on 29<sup>th</sup> August (prior to the Board meeting). He advised that the Committee had met with the new internal auditors – RSM and a comprehensive three-year internal audit strategy was presented. The Committee also reviewed the Risk Register which Mr Lord would report on later in the meeting. Mr Crossan advised that a revision had been made to the policy on the Acceptance of Outside Appointments by staff and former staff of InterTradeIreland. The Board discussed and approved the revised policy.

The Chairman thanked Mr Crossan for his update.

### *Risk Register*

Mr Lord presented the updated Risk Register. He reported that the Audit and Risk Assurance Committee review the register at each of the Committee meetings held each year. He advised that the key risks for the Body continue to be Funding and Perceived Relevance. Mr Lord explained the concept of risk appetite. In the Body's Risk Management policy, it states that the Board will consider risk management reports which identify, assess and set out the processes for the management of the risks facing the Body on an annual basis – or as necessary. This consideration will be with a view to assessing the accuracy of the risk profile of the Body and the appropriateness of the management of, and response to, these risks. The Board discussed the Risk Register and suggested refinements and asked the Executive to review the risks with a view to reducing the number of risks. The Audit and Risk Assurance Committee are to review the revised Register before presenting to the Board.

The Board noted the Risk Register and the Chairman thanked Mr Lord for his report.

### *Trade Sub Committee Report*

Mr Joy reported back from the Trade Sub Committee meeting held on 27<sup>th</sup> June 2017. He advised that the Committee considered eighteen Acumen applications. Fourteen were approved, three were deferred for further information and one was rejected. He informed the Board that twelve of the eighteen applications from the meeting on 27<sup>th</sup> June had been Enterprise Ireland clients. At the Trade Sub Committee meeting held prior to the Board meeting, nine of the thirteen applications were from Enterprise Ireland clients.

The Chairman thanked Mr Joy for his report.

### *Operations Directorate Progress and Activity Report*

Ms Hearty presented the Operations Directorate Progress and Activity Report. She informed the Board that all programme budgets and targets are on track with a very healthy pipeline for all programmes. Demand for some programmes is outstripping available budget and a decision was made by the Innovation Sub Committee to cease considering second applications to the Fusion programme at this time.

Ms Hearty reported that the recently appointed Brexit Advisory Service Manager, Mark Sterritt, is meeting with membership organisations and other relevant associations to promote the advisory service. This is creating opportunities for InterTradeIreland to speak at a number of conferences and seminars. Invitations to host or co-host other Brexit events have also been received. Ms Hearty advised that the Mr Sterritt is supported by an internal cross directorate team.

Following a competitive tender process, the contract for the delivery of the Challenge Programme has been awarded to Matrix Business Growth Consultants.

The Board noted the Operations Directorate Report and the Chairman thanked Ms Hearty for her update.

### *Governance and Financial Matters*

Mr Lord presented the Governance and Financial Matters report. He advised that the Report to Those Charged with Governance was considered by the Audit and Risk Assurance Committee at its meeting in June. Mr Lord reported that no internal control issues were identified during the audit.

Since 2011, the Finance Departments (North and South) have been in the process of reviewing the Financial Memoranda of the Implementation Bodies. Mr Lord advised that a draft revised Financial Memorandum has recently been received and will be reviewed by Management.

Mr Lord reported that the InterTradeIreland Travel and Subsistence policy has been updated to reflect the revised NI Civil Service policy. This follows a requirement by HMRC that subsistence allowances would be on a 'receipted actual' basis. He advised that joint guidance has not been received from Sponsoring Departments in respect of the 2017 Business Plan.

Mr Lord advised that the Body had formally requested a cash advance from SEUPB against future budgeted expenditure on the Co-Innovate Programme.

The Chairman thanked Mr Lord for his report.

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

The Board approved the request to extend the current contract for web development and maintenance for a period of six months.

### *Communications Update*

Mr Lord presented the Communications Update. He advised that the Business Monitor Q2 2017 Results and the Brexit Advisory Service had generated significant media coverage. Brand awareness and understanding figures have significantly increased. Mr Lord advised that a comprehensive stakeholder mapping exercise has commenced and would examine options for a stakeholder sentiment survey. The communications team would benefit from a greater understanding of the objectives for this survey. Mr Lord is to invite the Chairman to a future Communications Sub Committee meeting to discuss further.

The Chairman thanked Mr Lord for his update.

### *Co-Innovate Programme Update*

Ms Carolyne Murphy, Co-Innovate Programme Manager joined the Board meeting for this agenda item.

Ms Murphy informed the Board that the Co-Innovate launch events will take place on 7<sup>th</sup> September in the Hillgrove Hotel in Monaghan and on 18<sup>th</sup> September in the Scottish Marine Institute in Oban. All Board members were invited to attend both events.

The first claims for the programme have been submitted to SEUPB via their eMS system. Ms Murphy reported that preparation has commenced for the second claim.

Five workshops have now been delivered in Northern Ireland and Ireland with seventy companies attending and expressing their intent to proceed to strand 2 of the programme. The Scottish Enterprise workshops will commence on 29<sup>th</sup> August in South Ayrshire and Highlands and Islands Enterprise workshops will commence on 30<sup>th</sup> August in Stornoway.

The Communications Media Plan for the programme has been approved by the Programme Management Committee. Ms Murphy reported that an animated infographic with video content captured at workshops is being created. She advised that Mr Neil Ryan, Programme Director, recently attended media training in Dublin. Social media platforms for the Co-Innovate programme have been established and are being utilised. The terms of reference for the new website is underway for consideration by the Programme Management Committee. A marketing toolkit for partners is being developed including key messaging and web banners for use.

The Co-Innovate Management Information System is currently being developed by Targeting Innovation Ltd and is due to be completed by mid-October. Ms Murphy advised that the Assessment of Business Status Review consultants and the Innovation Audit consultants have been completed. The framework documents for procuring the Academic Institutes and also the Technical expertise to support SME capability development are being developed with CPD involvement.

The Board noted the Co-Innovate programme report and the Chairman thanked Ms Murphy for her update.

### *BioPharma Ambition 2018 Conference*

Ms Karen McCallion, Science, Technology and Innovation Manager joined the meeting for this agenda item.

Mr Gough reported that in September 2015 InterTradeIreland published the report *Mapping the Potential for All-Island Sectoral Ecosystems*. This set out a framework for assessing the potential benefits of cross-border co-operation through the development of all-island sectoral clusters or ecosystems. The report identified and mapped sectoral concentrations and three detailed case studies of the ICT, Medical Device and Pharmaceutical sectors were produced and a series of opportunities presented as potential actions. Following the publication of the report there was

endorsement of the approach in wider policy circles. Mr Gough advised that InterTradeIreland had formed an all-island steering group with representation from the relevant development agencies (IDA Ireland, Enterprise Ireland, Invest N.I. and Science Foundation Ireland). The steering group considered the pharma sector to be a priority area and signed off InterTradeIreland's proposed Action Plan in October 2016.

Ms McCallion outlined the Pharma opportunities listed in the Action Plan, including:

- Strengthening all-island co-ordination of research centres, institutions and networks
  - Develop visibility, trust and familiarity
  - Foster all-island formal centres, institutions and networks
  - Develop all-island research or technology centres as single entity centres
- All-island interoperable clinical trials co-ordination network
  - Develop visibility, trust and familiarity
  - Establish a Memorandum of Understanding and Code of Best Practice
- Integration and development of the vendor sector
  - Develop visibility
  - All-Island Manufacturing and Research Centre
- Co-ordination of education and training
  - All-island skills needs assessment
  - All-island promotion of specialist post graduate training programmes
  - Develop all-island Masters/PhD programmes
  - All-island industry academic partnering
  -

Ms McCallion advised that InterTradeIreland were focussing on three areas of activity within the Action Plan for the pharma sector, including:

- An All-island Pharma Convention in 2018 to increase the visibility of an 'all-island' value chain of pharma businesses, vendors and research centres
- Follow-up events in 2017 – 2018 to build on some of the contacts and networks made at the Convention
- Facilitate the development of all-island cancer clinical trials network, where InterTradeIreland will act as collaborative co-ordinator between the relevant academic, clinical and business actors

With reference to the activity 'an All-island Pharma Convention in 2018', Ms McCallion described the rationale for InterTradeIreland's focus on this event as a(n):

- Convention that brings together researchers, research centres, institutions, networks, research funding bodies, pharma companies and vendors;
- Convention starts with 2 plenary presentations followed by showcases, network speed-dating and meet and greet opportunities and break-out sessions to develop some central ideas introduced during the presentations;
- Opportunity to promote and raise awareness of the US Ireland R&D Partnership and Horizon 2020 North/South collaborative funding programmes; and
- Opportunity to present the global importance of interoperability of clinical trials

InterTradeIreland partnered with Bio-PharmaChem Ireland in 2016 to create the first all-island BioPharma Ambition Conference. InterTradeIreland now has the opportunity to re-enter an event partnership with BioPharmaChem Ireland for the second international convention in Dublin in February 2018. Ms McCallion outlined the details of the event partnership, including:

- One of two plenary speaker slots
- ITI logo inclusion event branding, including marketing materials, staging etc.
- Profile on event webpage and designated event app
- Feature in launch and official event photography
- Primary exhibition positioning
- Branded table of 10 at social event
- 10 conference tickets
- 2 invites to Government hosted Farmleigh Dinner

The Board discussed the proposal at length. Two Board members asked how this activity contributed to the strategic objectives of the Body. In response, another Board member referred to the Body's vision for '*a connected ecosystem in which Ireland and Northern Ireland co-operate to ensure businesses are making full use of cross-border opportunities to drive competitiveness, growth and jobs*'.

Mr Gough informed the Board of the strategic partnership status of the proposal and with InterTradeIreland's involvement, the addition of significant all-island elements to the programme. Ms McCallion mentioned that the event impacts for the all-island Pharma sector would be measured and published in the Event Partner's evaluation report, following the event.

The Board approved the involvement of InterTradeIreland in the 2018 BioPharmaChem Ireland event.

The Chairman thanked Ms McCallion for her presentation.

#### *Business Monitor Results Q2 2017*

The Board noted the Q2 2017 Business Monitor Results.

#### *Business Plan Commentary Report*

The Board noted the Business Plan Commentary Report.

176.8 AOB

Mr Gough updated the Board on the AIB All Island Brexit Sentiment Survey. As there is no financial or commercial arrangement, InterTradeIreland will trial the first quarterly survey and report back to the Board at a later date.

.....Authorised by:

Mr Ken Nelson  
Chairman, InterTradeIreland  
26th September 2017