



 InterTradelreland

Transform your Company's Prospects

intertradeireland.com/challenge

Are you up for the 'Challenge'?

InterTradelreland is currently looking for CEOs and MDs serious about commercialising new ideas quickly with less cost and less risk.

Since 2012, InterTradelreland has helped over 90 ambitious companies to apply the most effective methods of generating innovative ideas, select those with the best chance of success and bring them to market through its innovative Challenge Programme.

Around £20,000/€22,000 worth of intensive mentoring, support and assistance is on offer for successful companies.

Getting involved is free and the process starts with one to one briefings to confirm relevance and eligibility.

**We have learned
how to focus on
ideas that will
generate a
real return.**

*Mark Simms,
Research & Development Director,
Ventac, Co. Wicklow*





Here's what other successful companies have to say about their 'Challenge' experience.

"We have a new enthusiasm for innovation, a shift in how we think about and approach innovation, and the team ethos and drive to advance innovation projects."

David Clark,
Head of Manufacturing and Innovation,
McAvoy Group, Dungannon.

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Going through the Challenge programme has boosted our company's confidence when it comes to developing new products.

Grainne Mackin, Innovation Manager
Morgans Fine Fish, Omeara.



"It's been an excellent learning curve. The programme provided a structured approach to innovation and we enjoyed the punchy nature of the delivery process."

Simon Campbell, Managing Director,
Portview Fit-Out, Belfast.

"Challenge has helped us select winning ideas from the start."

Richard Bovill, Engineering Director,
Whale Pumps, Bangor.

Interested?

For more information visit
www.intertradeireland.com/challenge
call **028 3089 8131** or email
challenge@intertradeireland.com