

# Global Ambition: Industry Insights - Agritech



With Robbie Walker *CEO of Keenan*, Brian McArdle, *Exports Dev. Manager of ProDig Attachments*, James Maloney, *Enterprise Ireland*



Hosted by Brian Hourihane

# Agenda

- + International Markets Week (IMW)
- + Driving Factors Behind Agritech Development
- + Emerging Trends and Solutions
- + Global Markets & Opportunities
- + Covid-19: Changing how we Interact with the Customer
- + Overview of The Sustainable Enterprise Fund
- + Questions and Answers



# Today's Speakers



Robbie Walker

CEO  
Keenan  
European Growth Officer  
Alltech



Brian McArdle

Export Development Manager  
ProDig Attachments



James Maloney

Enterprise Ireland &  
Innovation Arena Lead



Brian Hourihane

Enterprise Ireland

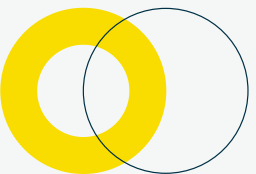
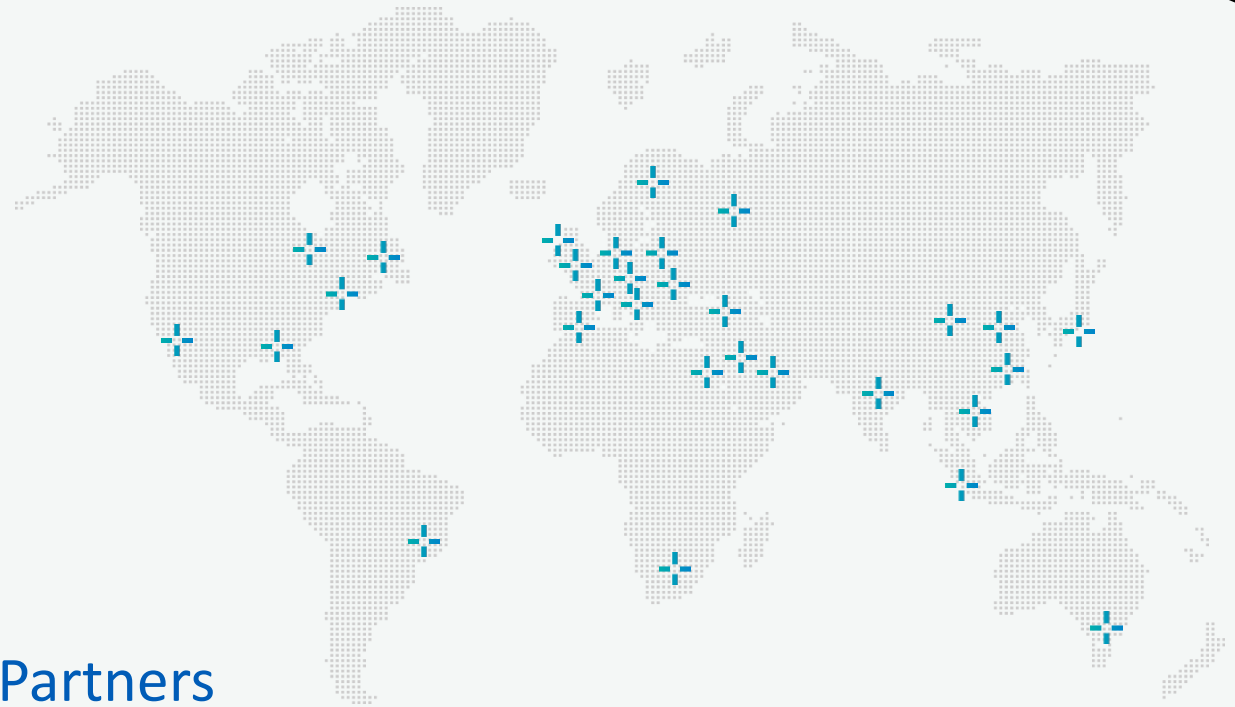
# International Markets Week (IMW)





# The Role of Overseas offices & Market Advisors

- + On the Ground Assistance
- + Local Knowledge
- + Local Connections
- + Market Insights
- + Promoting Irish Business
- + Identification & Prospecting of Partners
- + Support Around Exhibitions and Networking Opportunities



Registration is now open for Virtual International Markets Week 2020 !

International Markets Week 2020

+  
**READY  
FOR A NEW  
WORLD**

5<sup>th</sup> October – 9<sup>th</sup> October

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- Meet 1:1 with our International Market Advisers from 40 market offices who can advise you on local market opportunities
- Meet 1:1 with our Brexit Advisers to discuss Currency & Financial Management, Customs & Logistics and Strategic Sourcing.
- Attend our Virtual 'Ready For a New World' Live Conference on Monday 5th October

If you are interested in participating and didn't receive an e-mail invite for registration please contact us at [IMWSupport@enterprise-ireland.com](mailto:IMWSupport@enterprise-ireland.com)

Register early to avoid disappointment!

International Markets Week 2020

# The Future Of Farming Technology: Driving Factors



# The Future Of Farming Technology: Innovation & Trends







# Global Markets & Opportunities



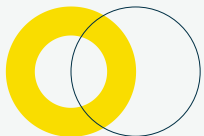
# Covid-19: Changing how we interact with the customer





# Sustaining Enterprise Fund

- + The Sustaining Enterprise Fund was launched in April of this year to support companies impacted by Covid19 to stabilise, reset and accelerate their recovery
- + It is helping Irish businesses to rebuild after the impact of Covid-19 – providing the funding they need to stabilise cashflow, adapt their operations and innovate to meet new customer needs.
- + SEF Funding support is flexible as it is approved against the expenditure contained in a companies business plan and can be accessed by way of a small SEF of between €25k - €50k or the larger SEF offer of between €100k - €800k
- + Significant change as part of the July Jobs Stimulus is the availability of non-repayable funding of 50% of package up to a maximum of €200,000



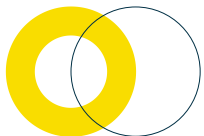


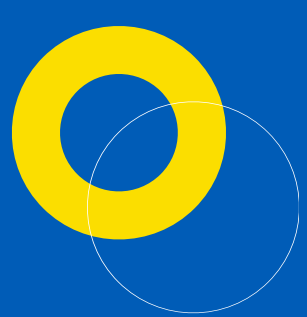
# Sustaining Enterprise Fund

- + How do I apply?
- + All funding offers are highlighted on the EI website - [enterprise-ireland.com](https://enterprise-ireland.com)
- + For SEF funding, please get in touch with your Development Adviser or our Covid 19 Business Response Unit at [businessresponse@enterprise-ireland.com](mailto:businessresponse@enterprise-ireland.com)
- + An application for the SEF will be sent out to you, will be assessed and go through approval to payment in as short a time as possible

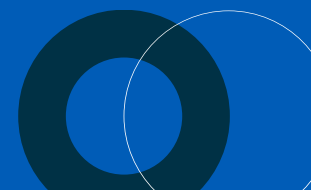
**Applications are evaluated based on:**

- Demonstration of Covid19 impact and Funding requirement
  - Review of the SEF Sustainability Project Plan
  - Company Financials including cashflows
  - Return to Economy
- + Look forward to hearing from you!





# Questions & Answers



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# Supports Available

- + **Sustaining Enterprise Fund**

<https://globalambition.ie/innovation-support/sustaining-enterprise-fund/>

- + **Find a Development Advisor**

<https://www.enterprise-ireland.com/en/about-us/our-people/da%20finder/>

- + **Covid-19 Hub**

<https://globalambition.ie/covid-19/>