



**Spark  
Innovation  
in your  
business  
with  
FUSION**

[intertradeireland.com/fusion](https://intertradeireland.com/fusion)

 InterTradeIreland



Financial support:

# Business Academic Graduate Partnership

## FUSION Programme

Through our FUSION programme, support packages worth up to **£29,500 / €33,150** are available for you to undertake a 12 month innovation project.

You will be partnered with a third-level institution with the specialist expertise you need and a high calibre science, engineering or technology graduate.

The graduate is employed by you and is based in your company throughout the project with mentoring from the academic partner and InterTradelreland FUSION consultant.

## Benefits

On average, each company taking part on the FUSION programme benefits from **over £1 million worth of sales or efficiency savings** in the three years following the project.

The programme can help your business to:

- Develop or improve products, processes or services
- Streamline business processes to increase efficiency and performance
- Develop and implement new technologies, systems or processes
- Improve capabilities in innovation, design and technology
- Reduce costs
- Increase sales

## Am I eligible?

To qualify for financial support through our FUSION programme your business must be:

- Located on the island of Ireland (North or South)
- Financially viable
- Able to demonstrate the need for InterTradelreland FUSION support
- Demonstrate the capacity and commitment to support a FUSION project at senior management level

**Note:** As this is an all-island programme, the third-level institution which you are partnered with must be based in the opposite jurisdiction to your business.



## Financial support package

A comprehensive support package of up to **£29,500/€33,150** will be made available to each company to fund 50% of the graduate's employment costs and 100% of other eligible costs. Financial assistance for eligible costs is claimed quarterly in arrears from InterTradelreland.

A full breakdown of the package available is shown below:

12 Month Support Package		
Company	€ Euro	£ Stg
Grad. Employment Costs 50%	12,350	11,000
Grad. Training and Development	1,125	1,000
Grad. Travel and Subsistence	1,125	1,000
Project Equipment	1,125	1,000
<b>Subtotal</b>	<b>€15,725</b>	<b>£14,000</b>
Knowledge Centre	€ Euro	£ Stg
Academic Support	14,050	12,500
Academic Travel and Subsistence	2,250	2,000
Joint Bid Completion	1,125	1,000
<b>Subtotal</b>	<b>€17,425</b>	<b>£15,500</b>
<b>TOTAL</b>	<b>€33,150</b>	<b>£29,500</b>

\*Funding amounts as at September 2010 and may be subject to change.

## Companies we have helped



### Farrell

Office furniture design and manufacture Ardee, Co. Louth

Through InterTradelreland's FUSION programme, Farrell was partnered with Queens University Belfast and graduate Colm

Young to re-design the company's range of office furniture and improve production efficiency and product assembly.

*"The project opened doors to new skills and innovation techniques which would have been difficult to access otherwise. We transformed our production process and developed a new and exciting product range which played a central role in helping us to win a major Government contract. I would definitely recommend the FUSION project to other businesses and graduates."*

**Colm Young,**  
**New Product Development Manager,**  
**Farrell**



### Agher Co-op

Dairy Co-operative Agher, Co. Tyrone

Through the FUSION programme, Agher Co-operative was partnered with St. Angela's College Sligo and a talented science and technology graduate, Joanna O'Donnell

to undertake their innovation project. The firm developed a new product range and introduced lean manufacturing techniques to their production process.

*"The FUSION programme has been of great benefit to Agher. Not only has Joanna worked on reducing costs but the programme has helped us tremendously in developing a number of lower fat cheeses for UK, Continental and Middle East markets. We are currently working on developing our cottage cheese business with a new customer. I would recommend the FUSION programme to other businesses."*

**Jim Finlay,**  
**General Manager, Agher Co-op**

## Contact

### FUSION Team

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# FUSION

## How it works

### Step 1: Initial assessment

Contact our team to discuss your particular business needs and find out how the programme could help you. If you are eligible for support, one of our consultants will arrange a meeting to understand your particular needs in more detail.

### Step 2: Business-Academic Partnership formed

We will work with you to discuss your specific innovation needs and identify potential university or college partners with the expertise that you require. Alternatively, you may already have an academic partner in mind that you would like to work with on your FUSION project.

**Note:** As this is an all-island programme, the third-level institution which you are partnered with must be based in the opposite jurisdiction to your business.

### Step 3: Complete a joint application

Together with your academic partner, you will submit a joint application for support. The application sets out the project plan, objectives, milestones and the support your company needs. You will also scope the graduate skills/experience you require to help manage the project. Your FUSION consultant will help you to complete your application and you can also attend an application workshop.

### Step 4: Approval

The application will be considered at a monthly meeting and if approved, you will be notified immediately. Next, we will work with you to help you recruit your graduate project manager.

### Step 5: Graduate recruitment

You will supply a job/personnel description for the graduate position and we will advertise the position on your behalf. Applications are initially shortlisted by your FUSION consultant and suitable candidate applications are then reviewed by you and your academic partner for interview and selection.

### Step 6: Project Implementation

Throughout the duration of the project, your company will work in partnership with the graduate project manager and the academic institute. InterTradelreland will assist in co-ordinating the project by providing a FUSION consultant to oversee its successful implementation.

As part of the programme support package, the graduate will be funded by InterTradelreland to complete a Post-Graduate Diploma in Management Practice with the UCD Michael Smurfit Business School on a part-time basis. They may also be funded to complete specific training courses to improve their capabilities and expertise in delivering your project.

## About us

InterTradelreland is the only organisation which has been given responsibility by both Governments to boost North/South economic co-operation to the mutual benefit of Northern Ireland and Ireland. By encouraging better use of our collective resources we help to expedite trade and business growth across the island and create an environment where it is easier to do business.

We support SMEs across the island to identify and develop North/South trade and innovation opportunities. We do this through:

- **Business programmes**
- **Research and statistics**
- **Networks and partnerships**



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