

From the Office of the Minister



Department of

**Enterprise, Trade
and Investment**

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Our Ref: DETI SUB 445/2013

Mr James Allister QC MLA
Room 252
Northern Ireland Assembly
Stormont
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25 September 2013

Dear Mr Allister

NSMC Trade and Business Development Sectoral Meeting 26 June 2013

During my Assembly Statement made on 10 September 2013, I confirmed that I would obtain information regarding two questions which you raised namely (i) the non availability of InterTradelreland's 2012 Business Plan on the body's website and (ii) a query regarding the attainment of 92 first time innovators and 67 first time exporters, in the context of InterTradelreland's target to increase the number of businesses involved in cross border trade and innovation by 10,000 over the three year period of InterTradelreland's Corporate Plan 2011-2013.

In relation to your first question my officials have confirmed with InterTradelreland that in common with most public agencies, InterTradelreland does not display the Business Plan on its website. However, their Corporate Plans dating back to 2002 can be found on the website at

<http://www.intertradeireland.com/aboutus/ourstrategy/corporateplans/>

Furthermore, I'd like to clear up perhaps some misunderstanding between the objectives and targets you have queried. I can confirm that the target on increasing the number of businesses involved by 10,000 was indeed a target from the body's 2011-2013 Corporate Plan and relates to a high level strategic objective to increase the number of companies to which InterTradelreland provides support. Engagement with 10,000 companies is the measurement of this objective.

In 2011 and 2012, InterTradelreland engaged with 2,691 and 3,346 companies respectively. The body continues to pursue its targets in 2013.

InterTradelreland's reported targets for 2012 relating to first time innovators and first time exporters are two individual and distinctly separate measures from the strategic objective referred to above and instead link directly to the objective, alignment with, and contribution to, key government economic objectives and targets, in Northern Ireland and Republic of Ireland, through InterTradelreland's trade and innovation activities.

The overall targets for these areas in the 2011-2013 Corporate Plan are noted as 100 first time innovators and 150 first time exporters. In 2011 the total number of first time innovators was 65 and a further 92 achieved in 2012.

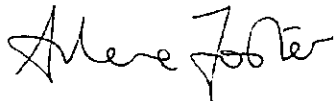
Similarly, in 2011 the total number of first time exporters was 63 followed by 67 in 2012.

You may also wish to note that InterTradeIreland's return on investment, total business value generated, jobs created or sustained and measurement of efficiency savings measurements are all measured under this strategic objective.

I trust that this response will provide you with the information you require.

I will arrange for a copy of the letter to be sent to the Speaker's Office and a copy will be placed in the Assembly Library.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Arlene Foster', written in a cursive style.

ARLENE FOSTER MLA
Minister of Enterprise, Trade and Investment