



Measure:

Business & Economic
Development

Promoters:

Udaras na Gaeltachta
Derry City Council

Title:

North West Growth
Initiative



Project promoters and NWRCBG staff with the mayor of Donegal, attend a networking event for participating companies.

Udaras na Gaeltachta and Derry City Council experience many similar challenges when faced with the economic development of their respective jurisdictions. These include:

- Recent job losses in manufacturing
- Decline of traditional industries
- Border issues such as currency, exchange rates culture and impact of the conflict
- Higher than average unemployment rates.

Recognising these challenges, the organisations joined forces to pilot an initiative that would strengthen the SME sector.

The partnership identified “Product Transfer” as an ideal mechanism to assist these target groups and the “Product Transfer Programme” which they developed, helped strengthen SME’s with new products that could compete nationally and internationally. It also explored and developed new market opportunities for participants and encouraged cross border linkages between them.

The achievements of the programme can be summarised as follows:

- The programme supported 15 companies
- 13 companies have expanded in terms of new product development
- 11 concrete outputs were achieved
- 6 companies achieved immediate increased sales of 160,000
- Total projected sales as a result of the programme equate to £1,284,875
- New innovative concepts and products developed

Total Project Cost: €360,625

Grant Awarded: €271,375

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