

Irish Examiner

Innovate business ideas centre proves to be a ... great idea

by Joe Dermody

INDIGENOUS and multinational companies in Cork are already using a newly launched business innovation centre to expand into fresh markets.

The new Innovate centre, in Ballincollig, Co Cork, was formally launched earlier this week by Minister for Foreign Affairs, Micheál Martin, TD.

Innovate's founder, Brian Healy, managing director of H+A Marketing + PR, cites one unnamed finance company, which has used the new centre to expand from insurance and leasing into debt management.

This new direction has helped protect 80 jobs. The company used Innovate's teleconference rooms, and other facilities, to harness overseas expertise, while brainstorming its new business strategy. The benefits have been immediate.

As Brian Healy says: "The company moved from insurance and leasing into capital management, predominantly managing debt. They are significantly ahead of their expectations. They had the whole infrastructure in place, and a plan to break into new markets, but hadn't sat down to work out how to actually deliver it.

"They had become focused on servicing the existing business and keeping it going. They had forgotten how to readjust their mind-set and how to get through a new development process.

"They developed the plan in one half-day session in Innovate, taking time away from their own offices."

The newly evolved, capital management company is a good example of

how companies can use Innovate to re-energise their business strategy.

Innovate has been set up to foster a culture of innovation, boost productivity and achieve growth.

H+A is a full-service communications agency.

Innovate is geared for use both as a service to H+A's existing communications clients and as a broader stand-alone business offering.

Minister Micheál Martin said: "It is never too early or late to build a culture of innovation in an organisation. In these tough economic times, Irish businesses should embrace a spirit of innovation to help them stay competitive and sustain growth in both home and international markets.

"Innovation is essential to business success and, in many cases, recovery — it can improve a business's chance of surviving, and also help it to grow and drive greater profits. I applaud the move by H+A Marketing + PR to crystallise this process of innovation through their Innovate service, and I wish them every success in helping businesses both at home and abroad."

The Innovate centre has a real-time

video conferencing suite to cater for international clients, eight collaborative work stations, a competitor-and-market analysis team and a roster of industry experts available to help clients in different sectors.

Brian Healy said: "We see fantastic examples of innovation all around us. If Apple hadn't innovated, we wouldn't have the iPhone; without Amazon we wouldn't be able to access the world's biggest library of books online; without Toyota we wouldn't have hybrid cars today."

Healy said the key to the new Innovate centre is producing ideas that build brand value, improve productivity, and help make the business more competitive — whether that's enhancing a service or reducing costs.

He said the end result of Innovate is the same for a family-owned small business or a giant multinational corporation — innovate to improve your business offering, and, ultimately, improve your bottom line.

Evening Echo

Centre of business excellence opens

A NEW centre of business excellence has been opened in Cork to help companies foster a culture of innovation in their business, boost productivity and achieve growth.

The INNOVATE centre has been established by H+A Marketing + PR, the largest full-service communications agency outside of Dublin.

The new centre will provide the room to expand and enhance the company's offering to all clients including overseas clients operating in international territories.

It will include a real-time video conferencing suite to cater for international clients, eight collaborative work stations, a competitor and market analysis team and a roster of industry experts available to help clients in different industry sectors.

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Based at Emmet House, Barrack square, Ballincollig, Cork, H+A is a full-service communications agency, offering clients a complete solution from strategic consultancy through to fully managed marketing and PR campaigns.

Minister for Foreign Affairs, Micheál Martin unveiling Innovate.

Picture: Daraagh Mc Sweeney/Provision



Daily IRISH Mail

A hub for innovation

A CENTRE of business excellence has been opened by H+A Marketing + PR.

The Innovate centre, Cork, will include a video conferencing suite, collaborative work stations, a market analysis team and a roster of industry experts.

After the announcement, Foreign Affairs Minister Micheál Martin said: 'Innovation is essential to business success and, in many cases, recovery.'

SundayTribune

New PR centre of excellence in Cork

INNOVATE, a new centre for business excellence in Cork, has been set up by H+A Marketing and PR, the largest full-service communications agency outside of Dublin.

The centre will offer a real-time video conferencing suite to cater for international clients, eight collaborative work stations, a competitor and market analysis team and a roster of industry experts available to help clients in different industry sectors.

Business Plus

www.bizplus.ie

H+A Unveils Innovate Centre In Cork

Communications agency H+A Marketing has opened a new facility at its Cork base called Innovate. The company said the centre has a video conferencing suite, eight collaborative work stations and a competitor and market analysis team. Pictured at the opening were Micheál Martin (left), Minister for Foreign Affairs, and Brian Healy, managing director of H+A Marketing.



Cork INDEPENDENT

Cork gets new centre for business innovation

A NEW CENTRE of business excellence has been set up in Cork to help companies foster a culture of innovation in their business. The centre, called INNOVATE, was opened this week by Minister for Foreign Affairs, Micheál Martin TD, and will also help companies boost productivity and achieve growth through strategic innovation.

The centre has been established by H + A Marketing and PR, the largest full-service communications agency outside Dublin. The new INNOVATE centre will provide the room to expand and enhance the company's offering to all clients including overseas clients operating in international territories.

The centre will include real time video conferencing suite to cater for international clients, eight collaborative work stations, a competitor and market analysis team and a roster of industry experts available to help clients in different sectors.

Speaking at the launch, Minister Martin said: "Innovation is essential to business success and, in many cases, recovery – it can improve a businesses' chance of surviving and also help it to grow and drive greater profits. It is never too early or late to build a culture of innovation in an organisation. In these tough economic times, Irish businesses should embrace a spirit of innovation to help them stay competi-



Minister for Foreign Affairs, Micheál Martin TD. Photo: Daragh Mc Sweeney / Provision

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Explaining the enhanced new INNOVATE service and centre, Managing Director at H + A, Brian Healy said: "Innovation is a creative process and through our INNOVATE service we've had some real success with several of our Irish and internationally based clients. In some cases, we've identified opportunities for innovation that involved adapting a product and service to the way the marketplace was changing. In other instances, our INNOVATE service resulted in our clients introduc-

ing new technology; overhauling an existing service or transforming their work practices. This new centre of excellence will help us develop the service further and provide an enhanced service to our growing roster of clients."

Healy continued: "We see fantastic examples of innovation all around us – if Apple hadn't innovated, we wouldn't have the iPhone, without Amazon, we wouldn't be able to access the world's biggest library of books online, without Toyota we wouldn't have hybrid cars today – these are just a few examples of how companies successfully innovate. We look forward to bringing similar positive force of change and innovation to our clients with our enhanced INNOVATE Centre of Excellence."