

## **IMProve® European Benchmark –**



With IMP<sup>3</sup>rove, small and medium-sized enterprises (SMEs) have the valuable chance to benchmark their own Innovation Management performance against other companies from the same industry sector, country, size and age. Benchmarking offers a sound basis for effective support by the Innovation Management support provider for Ireland/Northern Ireland – Dr Adrian Gundy of Centre for Competitiveness. It leads to solid and sustainable company development.

### **What are the benefits for SMEs?**

Deep understanding of your competitive position

Insight and understanding of the impact of Innovation Management on your company's business performance

Identified areas for improving your Innovation Management performance and competitiveness

Insights into the competitive situation of target markets

Well-structured documentation of Innovation Management performance that can be shared within the organisation thus boosting innovation

See Impr3ove flyer for copy. It is a pdf and this info is to be copied and pasted here. It is emailed separately.

If you would like more information please contact Adrian Gundy on +44(0)28 9073 7950 or email [adrian.gundy@cforc.org](mailto:adrian.gundy@cforc.org)