

GROW YOUR BUSINESS BY EXPORTING

“One of the best ways to grow your business is to expand into international markets. For some businesses that means exporting directly to other countries. For others it means driving online sales in other countries. But either way, exporting can be a great way to find new markets and the Export Compass Series is designed to help you assess if its right for your business.” explains Thomas McEvoy, Louth County Council’s Head of Enterprise.

Starting on 7th September, Enterprise Ireland will host the Export Compass Series, helping small businesses to explore the option of exporting.

These free, one hour, online seminars will take place every Tuesday morning at 10.00am for 5 weeks.

Each week the seminars will address different themes i.e. developing an export plan, identifying customers, preparing for export, sales and marketing strategies, financing your exports and pricing your products.

Thomas explains *“The seminars will be hosted by experienced Enterprise Ireland staff and feature interviews with Irish companies who have successfully broken into export markets.”*

The series aims to help business owners to overcome the challenges of the pandemic by understanding overseas business cultures, building digital capabilities for selling and developing customer, distributor and partner relationships.

Thomas concluded "Places are free but strictly limited. Register now by visiting <https://www.enterprise-ireland.com/en/export-assistance/exporter-development/>. These seminars are free to all micro and SME businesses and we encourage any local business thinking of expanding into export markets to sign up today."