



Discover
what's possible

Intelligence • Funding • Contacts

www.intertradeireland.com



Energise your business

In a challenging commercial world, **business energy** makes all the difference.

InterTradelreland can help provide your business with that energy, through a strong mix of business intelligence, meaningful contacts and funding support.

Why not join over 25,000 businesses that have been supported by InterTradelreland to identify and develop **all-island** trade and innovation opportunities?

InterTradelreland helps you capitalise on the extraordinary possibilities that exist right here on our doorstep, where cross-border trade exceeds £2bn annually.

If you are a manufacturing or tradable service business that is ambitious and looking to grow, come and talk to us, it could be just the boost your business needs.

InterTradeIreland - Discover what's possible

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see how we can help

Join the many businesses that have benefitted from the range of services and supports that InterTradeIreland can offer.

Over 25,000 companies have accessed services and intelligence that has energised their business.

6,000 companies have taken part in InterTradeIreland programmes and have generated £700 million of trade and business development value plus 3,000 jobs.

InterTradeIreland continues to introduce companies North and South to the significant business opportunities that exist right here on our doorstep.



A selection of our Business Ambassador companies.

INTELLIGENCE

The key to success is a full understanding of the markets in which we trade. InterTradelreland exists to assist business growth right here on our doorstep by providing valuable business & policy intelligence on opportunities, regulation, market trends and important influencers.

InterTradelreland also provides access to a strong knowledge base through Graduates, Universities, Company collaboration and specialist advisors to support innovation and product development.

InterTradelreland produces the largest all-island Business Monitor survey quarterly, publishes insightful research reports and provides a unique all-island trade statistics portal.

If your future success requires improved business intelligence, then InterTradelreland is your partner for growth.

FUNDING

Sourcing specialist advice or finding the right person with the right skills for your business can be a challenge, while partnering with academic institutes can be complex. InterTradelreland will support you financially in these areas, assisting not only with funding, but also with specialist expertise and vital introductions.

If you are an early stage company InterTradelreland can help you become more 'investor ready'.

We have a range of Equity and Venture Capital Advisory Services and links to key Business Angel networks on the island. If you are an established business looking to grow then our Funding for Growth Advisory Services and expertise can help guide you to the most appropriate form of finance for your business stage.

If funding and guidance is the priority for your business, make InterTradelreland your partner for growth.

CONTACTS

Business is about people and contacts. Sometimes it is about getting in front of the right people to make those all-important connections. Sometimes it's about finding the right business partner, and sometimes just about advice. InterTradelreland's extensive networks and partnerships, formal and informal, are central to its purpose to grow business in Northern Ireland and Ireland.

A series of business events including conferences, seminars, workshops and masterclasses on various topics and themes, most of which are free to attend, offer companies the valuable opportunity to make those all-important connections across the island.

If making meaningful contacts is important to your business's future success, then InterTradelreland is your partner for growth.

the key to innovation success

Businesses that are innovating and doing things differently are more likely to grow. There's so much for a business to gain by taking the time to rethink its goals, its vision and its plans. Specialist support brings added confidence to this process, making it all the more productive and effective.

InterTradeIreland has a number of support structures in place for business innovation and growth, including the **Challenge Programme**, which embeds a proven, reliable and repeatable innovation model.

Rethinking your products and services can greatly change your commercial path, but innovation and product development requires specialist skills, from within your company and from external supports. InterTradeIreland's **FUSION Programme** can facilitate the technology transfer and provide financial support for the specialist expertise your business needs.

Horizon 2020 is a pan European research fund that requires partnership across a minimum of 3 European Nations. InterTradeIreland is the perfect channel to access Horizon 2020 funding and is uniquely positioned to help you find collaborative partners across the island, North and South.

US-Ireland R&D Partnership helps to link scientists and engineers in partnerships across academia and business to carry out collaborative research across Ireland, Northern Ireland and the US.

All-Island Innovation Programme is a series of innovation lectures, masterclasses and annual conferences with international speakers providing companies with an overview of the latest developments on innovation practices and theories and helps companies transfer academic knowledge into commercial reality.

So if the key to success is innovation in your business, the place to start is InterTradeIreland.



Unlock a bright future.

sales growth on your doorstep

Whether your business trades in Northern Ireland or Ireland, you should know the full extent of the opportunities that exist right here on your doorstep, and that it is possible to build an export business without ever leaving the Island.

If yours is an established business, and you want to explore your export options within the island, consider the **Acumen Programme**, which helps to fund key sales and marketing personnel in the cross-border territory.

If you are a micro business looking to identify cross-border markets and customers to win new business, funding for specialist consultancy support is available through the **Elevate Programme**.

The **Trade Accelerator Voucher** scheme provides small businesses with financial support towards professional advice in areas such as legal, accountancy, marketing and other business services.

InterTradeIreland is the recognised authority on cross-border trading, and its experts are available to advise, guide and assist on all matters. The very latest in cross-border advice can be found in the **Simple Guide to Cross Border Business**, published annually.

If you want to explore business growth opportunities on your doorstep, the place to start is with InterTradeIreland.



Business growth close to home.

know-how to tender successfully

Public Sector Tendering is a potential minefield for businesses, unless you know how to manage proposals and the formal tendering process. InterTradeIreland has the knowledge you need.

InterTradeIreland offers award winning tender workshops through **Go-2-Tender** and **Advanced Go-2-Tender**, where businesses are given the skills and knowledge they need to tender successfully and keep one step ahead of the changing procurement market.

Additionally, InterTradeIreland organises **Meet The Buyer** events that provide businesses with unique access to key public sector buyers, North and South.

To assist businesses to collaboratively bid for larger public sector contracts, InterTradeIreland's **Consortia Facilitator** can help put companies in touch with relevant partners on an all-island basis to help with the bid process.

If you want to know how to win public sector contracts and to cut through the red tape, InterTradeIreland is a good place to start.



Cut through the red tape.

succeed in raising finance

Investment is vital for early stage companies for accelerated growth and product or service development, but can be difficult to secure. The process and requirements for presenting a business to investors is unfamiliar territory for many companies.

InterTradeIreland's **Funding Advisory Services** offers early stage companies one to one **Equity Advice** plus access to **Venture Capital Events**, advice, publications and an annual VC conference.

Established companies can access funding advice and support through our **Funding For Growth** workshops and clinics throughout the island, North and South.

The InterTradeIreland **Seedcorn Competition** offers a share of €280,000 cash prize fund but is much more than just a cash competition. Seedcorn is primarily a way to help companies make their business investor ready and improve their chances of securing venture funding.

InterTradeIreland's **Business Angel Funding** through umbrella group HBAN gives companies access to a wide network of key investors and business angels.

If you are focused on critical growth funding for your business, then a good place to start is with InterTradeIreland.



Help to attract funding.

improve your business intelligence

It is normal for businesses to focus on their own performance and achievements, however, knowing how the wider market is performing, and how certain policy issues can influence the space you trade in, can often provide additional insights that can prove very valuable.

InterTradeIreland is on the pulse of small business and commissions the **Business Monitor**, the largest all-island quarterly business survey, where business owner / managers from Northern Ireland and Ireland share their views on sales, employment and topical issues.

InterTradeIreland also produces **all-island research** that identifies appropriate co-operative actions, from both firms and government, that help create a better and more innovative business environment. In addition InterTradeIreland provides a unique all-island **trade statistics** portal containing graphs and commentaries for government, business and media use.

If improving your business intelligence and wider market knowledge is key to your future, then a good place to start is with InterTradeIreland.



Tap into business and policy intelligence.

InterTradelreland - Discover what's possible

realise your business ambitions

If you want help realising your business ambitions then InterTradelreland has an open door and a dedicated team with extensive skills and contacts to assist you. Perhaps the fact that many of the companies we have helped act as Business Ambassadors for InterTradelreland says a lot about our commitment to businesses across the island.

So if your focus is sales growth, innovation, tendering skills, raising venture capital, securing growth funding or improving business intelligence, a good place to start is InterTradelreland.

Discover What's Possible.

Visit www.intertradeireland.com





Discover what's possible

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InterTradeIreland is the only organisation which has been given responsibility by both Governments to boost North South economic co-operation to the mutual benefit of Northern Ireland and Ireland.

InterTradeIreland is a powerful resource for business growth, helping SMEs through a strong mix of business intelligence, funding support and meaningful contacts.

InterTradeIreland will endeavour to facilitate requests for alternative formats of this publication including Irish Language, Ulster Scots, Braille, disk and audio cassette.

For more information, please contact: Communications Department - Telephone: 028 3083 4100 (048 from Ireland) - Textphone: 028 3083 4169 (048 from Ireland) - Email: equality@intertradeireland.com

