

Breaking Into New Markets

Supports and Advice for Micro-Exporters

Date: Thursday 4th July 2019

Time: 9.00am to 12.30pm

Venue: The Four Seasons Hotel, Monaghan

Are you considering exporting your product overseas or into Northern Ireland?

This half day workshop is designed to advise businesses of the supports available to explore and develop new market opportunities. Export case studies and expert advice on the Dutch and German market will be shared to help you in your preparations for exporting and exhibiting at trade shows. We will also discuss the supports available to you through the Enterprise Europe Network and the Local Enterprise Office Network including information and application forms for the Technical Assistance for Micro Exporters grant.

What is a Technical Assistance for Micro Exporters (TAME) Grant?

A TAME grant is a business development grant available to micro enterprises. A TAME grant will part fund the costs that can be incurred in investigating and researching export markets. The grant can cover 50% of eligible costs (excluding VAT) to a maximum of €2,500. For example:

- Exhibiting at Trade Fairs,
- Preparing marketing material and
- Developing websites specifically targeting overseas markets.

All businesses are welcome to attend this trade engagement workshop.

Please note, following the workshop, the **TAME** grant application process including eligibility and criteria will be discussed with interested applicants. Eligibility for the TAME grant is limited to businesses with no more than 10 employees.

Please contact Local Enterprise Office Cavan for further details or to book your place

www.localenterprise.ie/cavan Tel: 049 4377200 Email: tarasmith@leo.cavancoco.ie

This regional event is organised in partnership with Enterprise Europe Network and brought to you by Local Enterprise Office Cavan, Donegal, Leitrim, Louth, Monaghan and Sligo.

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Agenda

9.00-9.30am	Registration & Refreshments
9.30-9.40am	Welcome & Introduction, Marcella Rudden, Head of Enterprise, Local Enterprise Office Cavan
9.40-10.00am	Preparing for Export & International Tradeshow Exhibiting Francis Verling, Verling Consulting
10.00-10.30am	Exporting into the Dutch Market Steve Murnaghan, Trade Consultant, Netherlands Ireland Trade Consultants (NITC)
10.30-10.45am	Case Study 1
10.45-11.00am	Case Study 2
11.00-11.15am	Questions & Answers Session
11.15-11.35am	Morning Break and Networking
11.35-12.00pm	An Insight Into the German Market Olivia Hausen, Head of Public Relations, German Irish Chamber
12.00-12.20pm	Panel Discussion
12.20-12.30pm	Supports through the Enterprise Europe Network and the Local Enterprise Office Network Michael Tunney, Head of Enterprise, Local Enterprise Office Donegal
12.30pm	Close, Lunch Served

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