

## Trade Minister Launches National Export Hub

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The Irish Exporters Association has partnered with ABP, AIB, DHL, Euler Hermes, PwC, Enterprise Ireland and Bord Bia to launch a new initiative for exporters.

The National Export Campaign and National Export Hub (NEH) will increase the number of Irish businesses exporting for the first time, assist Irish businesses to enter new export markets and support Irish exporters to grow their exports in existing markets.

Together the partners will run eight breakfast seminars around the country in 2015. The seminars will provide practical knowledge from experienced exporters and an opportunity for attending SMEs to meet individually with experts from the attending Partners.

Working collectively the NEC seeks to have a minimum of 100 guests at each breakfast from 75 businesses.

The NEH will also help companies to identify and connect with the appropriate supports acting as a signpost to the various government and private sector assistance available. Patrick Joy founder of Suretank Group and EY Entrepreneur of the Year 2013, will Chair the NEH steering committee and support the Hub Manager.

The initiative was launched by Charlie Flanagan, Minister for Foreign Affairs & Trade.

From left: Ronan Murphy, Charlie Flanagan, Julie Sinnamon and Simon McKeever

Ronan Murphy, Senior Partner, PwC, commented: "While export opportunities can be significant, internationalising a business needs detailed advance planning and market research. Areas such as access to finance, having the right people and understanding the local tax and regulatory environment are all important considerations.

"PwC is delighted to partner with the Irish Exporters Association to launch the National Export Campaign and the National Export Hub, designed to support Irish businesses who are contemplating the export markets for the first time or who are seeking to further develop these markets. This is a superb initiative which will give first hand expert help to these important companies which are central to Ireland's future prosperity."

The National Export Campaign will be at the Smart Business Show 22<sup>nd</sup> & 23<sup>rd</sup> April 2015 and in Cork also in April, Portlaoise in May and Limerick in June. (March 2015)  
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