

ABP Food Group and Good4U share exporting insights at Smart Business Show

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Irish companies ABP Food Group and Good4U will share best practice stories and lessons learned to an audience of novice exporters and those interested in breaking into a new market at the Smart Business Show at the RDS in Dublin this morning (22 April).

Organised by the National Export Hub (NEH), this is the first in a series of National Export Campaign (NEC) events which will take place around the country in 2015.

Suretank founder Patrick Joy, chairperson of the National Export Hub, will facilitate the event led by Mark Goodman, international commercial director, ABP Food Group, the first company in the EU to export beef to the US following the reopening of that market; and Laura O'Sullivan, marketing director of Sligo company Good4U, which produces healthy foods including sprouts, seeds and wheatgrass.

Launched in March, the NEC and NEH are initiatives of the Irish Exporters Association, which aim to 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.

The NEC will be in Cork on 29 April, Portlaoise in May and Limerick in June.

<http://www.businessandleadership.com/exporting/item/50354-abp-food-group-and-good4u-s/>