

National Export Campaign and National Export Hub are launched

By Sorcha Corcoran

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Minister for Foreign Affairs and Trade Charlie Flanagan has launched two new Irish Exporters Association (IEA) initiatives – the National Export Campaign (NEC) and the National Export Hub (NEH).

The aim of both is to increase the number of Irish businesses exporting for the first time, assist companies to enter new export markets and support Irish exporters in growing sales in their existing markets.

The IEA is partnering with ABP, AIB, DHL, Euler Hermes and PwC and collaborating with the Department of Foreign Affairs & Trade, Enterprise Ireland and Bord Bia to run the NEC and NEH.

The NEC involves the partners running eight breakfast seminars around the country this year providing practical knowledge from experienced exporters.

With the NEH, there is now a dedicated hub manager based at the IEA offices in Dublin who will assess the ‘export readiness’ of businesses attending the NEC breakfasts and work with 20 of these to help identify opportunities.

In addition, the NEH will also help Irish companies to identify and connect with the appropriate supports acting as a signpost to the various government and private sector assistance available.

Founder of Suretank Group Patrick Joy will chair the NEH steering committee and support the hub manager.

The National Export Campaign will be at the Smart Business Show on 22 and 23 April in Dublin and in Cork also in April, Portlaoise in May and Limerick in June.

<http://businessandleadership.com/exporting/item/49836-national-export-campaign/>



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Ronan Murphy, senior partner, PwC, Minister Charlie Flanagan, Julie Sinnamon, chief executive, Enterprise Ireland and Simon McKeever, chief executive, Irish Exporters Association