

ABP Food Group and Good4U Share Exporting Experiences

24 April 2015

Two successful Irish companies ABP Food Group and Good4U shared an exclusive platform on Wednesday morning, 22nd April at the Smart Business Show, RDS Dublin. Both companies revealed best practice stories and lessons learned to an audience of novice exporters and companies already exporting but interested in breaking into a new market. Organised by the National Export Hub, this was the first in a series of National Export Campaign events which will take place around the country in 2015.

Patrick Joy, Chairperson of the National Export Hub, Founder of Suretank and EY Entrepreneur of the Year™ 2013, facilitated this elite event lead by **Jonathan Devitt, ABP Food Group**, one of Ireland's most recognised exporting companies, and more recently the first company in the EU to export beef to the United States following the reopening of that market; and **Laura O'Sullivan of Sligo company Good4U**, producers of some of the healthiest foods on the planet including sprouts, seeds and wheatgrass.

The National Export Campaign (NEC) and National Export Hub (NEH) is an initiative of the Irish Exporters Association (IEA) and Partners ABP, AIB, DHL, Euler Hermes, PWC, in collaboration with the *Department of Foreign Affairs & Trade, Enterprise Ireland and Bord Bia*. Launched in March 2015, the aim of the NEC and NEH is 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. Exporting (with Investment) is one of the two key drivers of the Irish Economy. In 2014 Irish Exports were €207 billion, 104% of GDP.

Simon McKeever, Chief Executive of the Irish Exporters Association, commented: *"We are delighted to Partner with the Smart Business Show and provide a dedicated event which will provide exporters with a clear understanding of the steps involved in building a successful export business. Delegates can learn about the key challenges, risks and opportunities through specific export business related questions which will be answered by highly 2 experienced exporters and the Partners of the National Export Hub."*

Patrick Joy, Chairperson, National Export Hub, commented: *"The experience shared from companies who have exported for the first time or broken into new markets is invaluable. ABP and Good4U are examples of notable companies at different stages of the export journey. Along with the Hub Sponsors, they be on site to participate an exclusive event at the Smart Business Show, share their experiences and offer expert advice."*

Speaking in advance of the event, Seamus Banim, Group Communications Director, ABP Food Group, said: “We are delighted to participate at the Exporter workshop at this year’s Smart Business Show. Breaking into new international markets can be a daunting experience particularly if you are on your own of just starting out. As one of the country’s leading exporters we want to share our export experience and discuss the challenges with new and aspiring exporters visiting the show.”

Speaking in advance of the event, Laura O’Sullivan, Marketing Director of Good4U, commented: “As a small company growing rapidly we look forward to sharing our experiences at the Smart Business Show and hope our story will inspire others who are considering a journey of their own.”

The National Export Campaign will be in Cork 29thApril, Portlaoise in May and Limerick in June. For more information:

<http://bit.ly/NECCork29Apr>