

## Exporters in bid to help SMEs sell abroad

Sean Duffy

18/11/2016



*Photo: Bloomberg*

The Irish Exporters Association (IEA) has launched a second phase of its Export Knowledge Programme, an educational programme geared towards helping SME's improve their exporting capabilities.

The initiative is being run in conjunction with the National Export Hub and InterTradeIreland, and aims to assist small and medium sized Irish firms exporting for the first time.

The programme will also provide support to existing exporters by helping them expand into new markets.

The National Export Hub is a public-private partnership between the Exporters Association of Ireland, and the ABP food group, AIB, DHL, Euler Hermes and PricewaterhouseCoopers.

"The IEA are delighted to welcome this year's participants as part of the National Export Hub's second Export Knowledge Programme," Simon McKeever, ceo of the Irish Exporters Association said.

" The inaugural class of this programme graduated in July this year and the course was a resounding success. This programme is the first of its kind and will enable and empower small and first-time exporters to grow their business through exporting.

"With a population of 4.8m, Irish businesses who want to grow their consumer base have no choice but to export, and we are here to support them on this journey.

"The primary aim of the Export Knowledge Programme is to provide Irish businesses with the tools, knowledge and skills to enter international markets successfully."

Companies from different sectors including food and drink, manufacturing and pharma have been selected to participate in the programme.

Irish exporters have come under particular pressure in the second half of this year following Britain's decision to leave the EU, with the devaluation in sterling having a pronounced effect on many small and medium sized Irish firms trading in the UK market.

Irish Independent