

## EXPORT KNOWLEDGE PROGRAMME LAUNCHED FOR SMES

Written by Robert McHugh, on 21st Jan 2016.



The Export Knowledge Programme, a new educational programme aimed at supporting SME's to improve their exporting capabilities, has been launched today by the Irish Exporters Association's National Export Hub in partnership with InterTradeIreland.

The Programme aims to educate participants to improve their capability to export into existing and new markets on the Island of Ireland and internationally.

Applicants are initially assessed to ensure that their business have the structure and resources to support growth and entry into new export markets. A total of twenty businesses will be selected in early 2016 to embark on a seven month educational workshop programme covering every aspect of the export journey.

The National Export Hub is a public-private partnership designed 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 key partners are AIB, Euler Hermes, DHL, ABP Food Group, PwC, Bord Bia, Enterprise Ireland and the Department of Trade and Foreign Affairs.

CEO of Irish Exporters Association, Simon McKeever said, "Companies that increase their

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exports add to the Irish economy through direct and indirect job creation, influence the supply chain positively and drive increased spending both locally and nationally.

"Exporting is a critical sector in the Irish economy with headline figures dominated by the multinationals.

"This exciting and unique initiative brings together the best support from the public and private sectors to significantly enhance the range of supports available to grow the existing SME export base significantly."

Source: [www.businessworld.ie](http://www.businessworld.ie)