

Title: Market Adviser
Sector: Industrial, Life Sciences & International Services
Business Unit: Global Markets
Reporting to: Director, China
Location: Hong Kong
Salary: HKD 671,820
Duration: This post is being offered on the basis of a 3-year local assignment
Job Reference: **EI.071.25E**
Closing Date: Wednesday, 28th May 2025

Applicants must be eligible to work in Hong Kong or be eligible to apply for a visa on the basis of a job offer in Hong Kong.

Enterprise Ireland is the Irish Government's trade and innovation development agency working with entrepreneurial Irish businesses of all sizes to grow and scale in global markets. Our purpose is to secure the future of communities across Ireland through the sustainable development and growth of these businesses. We achieve this through our sector approach, innovation & capability supports in Ireland and our international network of over 40 offices. Our market advisers in these overseas offices work one-to-one with Irish businesses helping them to start and scale their exports.

The organisations strategy '[Delivering for Ireland, Leading Globally: Strategy 2025-2029](#)' outlines how we aim to put Irish enterprises at the forefront of creating solutions for global challenges while delivering sustainable prosperity throughout Ireland.

Role Purpose

This market advisory role is an important role to help grow and develop exports of Irish companies within the Industrial, Life Sciences portfolio and International Services in Hong Kong and the Greater Bay region. This will be a broad portfolio within the HK & Greater Bay Region, with strong opportunities at a granular client level in Southern China and Hong Kong. In the context of global challenges, HK and the Greater Bay region is important for Irish companies as they look to diversify into new markets, exploring opportunities for their business.

The person appointed will work as a core member of a dynamic EI China team, proactively working with Irish businesses to ensure they enter the market successfully and reach their full growth potential in terms of market share. This involves understanding and advising Irish companies on their market entry and market growth plans, brokering introductions to customers and partners. The role also involves highlighting market opportunities to the Irish client company base, helping them understand shifting market dynamics and raising the awareness in businesses and media across HK and the Greater Bay region of the strengths and capabilities of Ireland.

Based in Hong Kong but working across the Greater Bay region, the appointed person will work with a broad range of Irish clients across the Industrial, Life Sciences and International Services portfolio. These will be primarily Irish SMEs building their China presence by targeting customers directly or via the appropriate channel for their offer.

The successful candidate must demonstrate a track-record in business development with a strong understanding of how Irish companies can scale their business in the region across these sectors, especially those selling via distribution and other channels.

Enterprise Ireland is a global organisation with 40 overseas offices working collaboratively together and with sector teams in Ireland to deliver ambitious export growth targets set out in the current strategy.

To understand more about the diversity of activities and sectors covered by Enterprise Ireland as an organisation, please visit our website at www.enterprise-ireland.com.

Key Deliverables:

- Proactively increase Irish exports to the region in line with targets agreed with the Director China and implement a range of services and programmes to support Irish companies across the Industrial, Life Sciences and International Services sectors.
- Lead the development of sales and marketing activity within the key subsectors, establishing a strong understanding of the capabilities of assigned client portfolio, building strong relationships with these and agree actions and plans to accelerate their export growth.
- Design an approach which delivers the correct balance between individual 1:1 client work and group work to achieve greatest growth potential for the portfolio while serving a broad base of clients.
- Lead the design and implementation of relevant in-market sectoral initiatives prioritising a blended client portfolio approach to ensure our clients scale and grow in HK & The Greater Bay region. Ensure these initiatives are aligned with sectoral engagement in HQ by working in collaboration with Ireland based sector teams.
- Quickly establish, expand and manage a strong network of decision makers and market experts. Leverage this network and facilitate introductions to accelerate the growth of Irish companies in the region.
- Work collaboratively with colleagues on the broader China Team and APAC offices, as well as in Ireland and internationally to assist clients build robust plans to scale their businesses. Active participation and leadership in End-Market and Global Sector teams to identify emerging trends and growth opportunities aligned to client capability.
- Engage with other stakeholders including other Irish Government agencies and Departments as appropriate.
- Develop a strong network of broader market contacts and provide a professional product sourcing service to local buyers. Continue to build and develop that network, capturing and tracking these relationships using Salesforce.
- Deliver key marketing and events programs aimed at increasing an awareness of Irish capability across client portfolios and end user market sectors.
- Increase the awareness of Ireland as a supply source and facilitate buyer/supplier contact.
- Contribute to the EI broader APAC team by proposing and implementing new initiatives/ project ideas/ market opportunities to increase export growth of assigned portfolio clients to the APAC market.
- Where relevant, represent EI in the broader media, business and commercial environment and collaborate with the other Irish government agencies across the HK & Greater Bay region.

Functional Competencies:

- Demonstrable recent and relevant experience in sales, marketing and client business development (or related experience) in China/HK is essential.
- Bilingual (English and Mandarin) essential for this role.
- Demonstrable understanding of the Industrial, Life Sciences and International Services landscape in China/HK. including knowledge of the key trends, business methods, sales processes and emerging opportunities including an understanding of the sector opportunities and challenges is essential.
- A track record of achieving results and ability to identify new sales opportunities for Irish client companies that will lead to increased employment in Ireland is essential.
- A clear understanding of the work of Enterprise Ireland both internationally and in Ireland.

- Good consulting skills with an ability to assess and challenge business plans. This will include support around their business model, channel strategy (including dealer management) and route to market, value proposition, marketing and sales strategy, competitor analysis, and market research.
- Strong networking skills, with established network of senior contacts in Southern China / HK that could be leveraged by Enterprise Ireland clients seeking to win new business.
- Experience of developing business relationships with key networks across the China/HK of value to Enterprise Ireland and client companies, this includes established industry networks and the broad Irish Diaspora.
- A self-starter with experience of working on their own initiative and developing projects.
- Experience of working with and growing both new and established Irish businesses China/HK.
- Experience of using a CRM, preferably Salesforce.com, and an understanding of business processes like Lead Management and Account Management is desirable.
- Ability to influence and shape the strategic direction both of Irish companies and of the sector development work undertaken by Enterprise Ireland.
- Ability to identify and introduce business advisors and coaches to client companies that will speed up their market entry and accelerate their penetration.
- Excellent administration, communication and presentation skills.
- Clear commitment to Digital Transformation of our HK & Southern China operations.
- Ability and willingness to travel throughout the region and Ireland.
- A 3rd level business or related qualification.

Enterprise Ireland Behavioural Competencies

Results Focused

The ability to remain outcome and results focused with regard to business priorities and organisational goals, monitoring progress and adjusting approach ensuring delivery against the appropriate timescales.

Innovation and Risk-Taking

Actively encourages new ideas, experimentation and measured risk-taking, while always being on the lookout for opportunities to continuously improve business processes and efficiencies within Enterprise Ireland and client organisations.

Problem Solving and Decision-Making

The ability to be decisive and take tough decisions about clients, people and costs to deliver sustainable results, using the analysis of information and situations to make logical and sound decisions.

Client Focused

The ability to provide an excellent client service focusing on client needs and building and maintaining effective personal and business relationships to advance client objectives and EI strategy.

Communicating with Impact to Influence Others

Communicates in a manner that will persuade, convince and influence their own staff and others, both internally and externally, in order to motivate, inspire or encourage them to follow a particular course of action.

Teamworking

Co-operates with colleagues, shares information and respects the opinions and values of staff members. Understands the skills, experience and knowledge of staff members and maximises how these can be utilised to the benefit of the department, the organisation and the client.

Networking

Establishes and maintains mutually beneficial relationships with colleagues and other networks for the purpose of sharing information.

Embracing & Leading Change

Understands the business agenda of Enterprise Ireland and embraces changes for area of responsibility and for external and internal clients.

Acting / Leading with Integrity

Lives the EI purpose and values, acting genuinely and with integrity, in a manner that builds trust and engages and motivates others, placing the genuine needs of the client, the organisation, and staff ahead of personal agendas

Developing Yourself & Others

Creates an environment that enables others to excel in terms of job performance.

Salary Scale:

HKD 671,820 - 781,186

Candidates should note that entry will be at the minimum of the relevant scale and the rate of remuneration may be adjusted from time to time in line with Government pay policy. Subject to satisfactory performance, increments may be payable in line with current Government policy

Application and Selection Process:

The selection process may include short-listing of candidates. The selection criteria will be based on the requirements of the position. It is therefore important that you provide a detailed and accurate account of where you believe your skills and experience meet the requirements for the position. This should be contained in a short document (maximum 2 pages template attached) accompanying your CV.

Applicants should note that, for shortlisting purposes in particular, clear evidence of the functional competency requirements listed as essential in this specification must be demonstrated as part of your supporting document accompanying your CV.

To apply for the position, send a detailed CV and supporting document quoting reference number **EI.071.25E** to hrconnect@enterprise-ireland.com to be received **on or before Friday 28th May 2025**.

N.B. All correspondence will be acknowledged in writing by the HR Department within 3 working days. Applicants who do not receive an acknowledgement within 3 working days should contact hrconnect@enterprise-ireland.com

ISSUED BY THE HR DEPARTMENT, ENTERPRISE IRELAND ON WEDNESDAY, 14TH MAY 2025.

Enterprise Ireland is an Equal Opportunity Employer

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