So BREXIT happened…
Implications for Clients...

- FX fluctuations
- UK Recession?
- Taxation?
- Rise of Anti EU
- FDI
- Increase in UK companies competitiveness?
- Excise duties?
- Supply chain impact?
- Regulatory impact?
The Critical Factors for Export Success
Enterprise Ireland Role As Enabler…

- Cost & Competitiveness
- Value Creation
- Higher Margins

To re-invest in R&D, innovation, sales & marketing, and capital expansion
Sample Enterprise Ireland Enabling Supports...

- Lean
- Capital Investment Initiative
- Strategic Market Review and access to strategic expertise
- NPD and R&D support
- Innovation supports for models & processes
- Market Research Centre
- Market Access and internationalisation financial support
- In Market Support (33 overseas offices)
- Management Capability strengthening programmes
Some questions for exporters...

- What market provides me with the volume and profit margins I need?
- What is the competitive landscape like – am I threatening a big competitor in their home market?
- Have I got a clear value proposition and does this remain valid in this market with these customers and these competitors?
- How easy is it to do business here – do I have the resources for complexity?
- What risks are associated with this market – can I mitigate against these/is it worth it now?
- What markets are early adopters for my sector/product?
- What markets/customers give me the reference credibility to take into other markets?
- What markets do I have to be in – what are my strategic markets?
Further information…