



Smart Exporter

How to Develop & Grow Export Markets

Programme Briefing

What is **Smart Exporter** Designed to Achieve?

The fundamental goal is to have a **real impact** on export revenue and profit performance – not just by introducing participants to some ideas on export process, and export skills - but by having a profound impact on

- Our commitment to export
- Export strategy and execution plans.

The objective is to help you to make the right **export decisions** for your business, and to achieve sustainable export growth (not just sporadic sales) with new customers and markets; or in the existing markets that you are already developing.

Sustainable growth in exports requires commitment commitment requires confidence that you are taking the right decisions So Smart Exporter is designed to create a sense of **focus confidence and control** in relation to export strategy - and to provide support in the decision making process

- Led and facilitated by an experienced exporter; and
- Working with a group of your peers – other craft businesses that have a real commitment to develop sustainable exports.

Why is this really important?

Because research on SME exporters in Ireland confirms that many 'underperform' when working to progress beyond sporadic export sales, to strong sustainable export growth.

And – what does the research on export successes tell us? Basically, that most SME's need to invest a little more in skills and processes relating to:

- Maintaining some focus – in relation to export strategy (and avoiding a tendency to 'butterfly' around markets end customers);
- Screening and selecting the right export markets – geographic markets, and market segments;
- Developing sales channel partners (not just functional distributors or agents); etc.

Smart Exporter will provide a **challenge** to encourage us all to raise the bar – in relation to the approach being taken (and the commitment being made) to developing exports.

Who is it designed for?

Craft businesses that are committed to the development of export markets, and that have already begun the export journey. So, if you have started to work on export growth and want to accelerate this – **Smart Exporter** will help you to achieve this.

What does it involve? Four Steps!

1. Pre-workshop diagnostic

Designed to prompt initial thinking on:

- Objectives for export;
- Readiness to export – breaking this down across all aspects of the business: marketing, sales, product range, market knowledge, supply chain capacity, funding etc;

This will be sent to you before the workshop – to think about (it won't take long) .. and to get you prepared for the workshop.

2. A One-day workshop: on Thursday 20th July 2017

The workshop will bring together a group of like-minded craft businesses, all committed to export development, to focus on:

- Export Opportunities in International Craft Markets
- The Export Marketing Challenge
 - Key success factors – for Smart Exporters
- Export Value Proposition?
- Selecting the right Export Market
- Researching International Markets
- Export Market Entry- how to get into an export market – and stay!
- The Partner Challenge:
 - Finding a partner in an export market
 - Managing partners and sales channels in-market
- Some tips on International Communication Promotion & Sales - in Export Markets

3. One-to-one mentoring

1:1 working sessions – that will focus on identifying the key export opportunities and challenges relating to each participant business, and on identifying the priority actions to be taken to drive & maintain export growth.

These sessions will be held in July and August.

4. Action Plans

A concise workable **action plan** – encapsulating the outcome of the mentor working sessions - those priority actions to be taken to develop export growth.

Delivered by Who?

Martin McBride (www.linkedin.com/in/martingmcbride) has 30 years' experience in international business – in industry, on boards, and in consultancy.

His career began in International Sales – in textiles in Donegal, with responsibility for sales of high quality hand-woven and power-woven wool fabrics to a wide range of export markets – particularly mainland Europe, USA, and Scandinavia.

Since then, Martin's career has focused entirely on international business in financial services, Business Process Outsourcing, Agri-Food, and in a number of technology companies.

Currently, Martin is:

- Martin is Managing Partner / owner of Envision - a specialist export consultancy working with companies in Ireland, N Ireland, and Scotland – as they build sustainable export business all over the world.
- Non-Executive Director of three growing export businesses in Ireland.

Just recently, he has worked with craft businesses in Scotland and Ireland on export opportunities in the USA, Singapore, Scandinavia, Germany and France.

Sales Channel Partner Development is a particular area of expertise – Martin McBride delivers Enterprise Ireland's specialist workshops and consultancy on Channel Partner Development, across all sectors. In the past 3 years, he has delivered these workshops, with groups of EI client companies in Dublin, New York, Paris, London, Edinburgh, Copenhagen.

He is also currently working, on behalf of Scottish Development International, with a groups of craft drinks businesses that are targeting international markets – USA, Spain, Germany, Scandinavia, UK, Canada.

What do you do now?

One of two things

1. To register – download the application form and return it to:
emer@dccoi.ie

*Places are limited – so the sooner you register, the sooner **you secure your place.**

2. If you have any questions, email Emer Ferran at; emer@dccoi.ie
Tel: 056-7796144

When you sign up, you will receive a detailed briefing from Martin McBride, Envision.