**GOING NORTH INITIATIVE**

**Aimed at owner-managers of businesses who want to explore new business opportunities in Northern Ireland.**

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| **What is the Going North Initiative?**  With a population of 1.75 million people, Northern Ireland is a small but attractive market for many Irish businesses. Last year, over €1.1 billion of products and services were sold by Irish businesses to customers in Northern Ireland and cross-border sales have increased significantly in the last few years.  The Going North Initiative aims to help businesses in Counties Laois, Offaly and Westmeath to explore and target new business opportunities in Northern Ireland. | [Business-Travel-Tips-Maximizing-Your-Business-Performance-on-the-Move](http://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=tM4934y1UhlWvM&tbnid=WTN7FHwRz82Q-M:&ved=0CAUQjRw&url=http://eccentricsyndicate.com/business-travel-tips-maximizing-your-business-performance-on-the-move.html&ei=vqpvUsOLI7DZ0QX634CYCQ&bvm=bv.55123115,d.ZG4&psig=AFQjCNHWU6nIXceFGT_Tofr2lGI9WFF3wA&ust=1383136299865178) |

**Who should apply for a place on the Initiative?**

If you own / manage a business in **Offaly** and consider that there are potential sales opportunities in Northern Ireland [or if you simply want to explore the market potential for your products or services in NI], you should consider applying.

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If you’re not sure about whether you are eligible, simply call us and we can help you to clarify this.

**What does the Initiative involve?**

1. You will attend a half day workshop on 26 July 2018. At this workshop, we will focus on the nature and scale of the market opportunities that are likely to be open to your business in NI …and how you can maximise the probability of converting these opportunities into actual sales.
2. Our delivery agents for this Initiative – Full Circle in Belfast - will carry out bespoke prospecting for you with the aim of securing up to 5 meetings with potential customers in Northern Ireland.
3. You will travel with a group of 11 other local business people to Northern Ireland for a 3 day group visit (Provisional dates 2 – 4 October 2018). During that visit, you will travel to a series of meetings with potential customers in NI that have been scheduled on your behalf.

**How much does it cost to participate?**

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| [sales_team_mgt](http://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=yB1GTaXZIwkJgM&tbnid=q7SQpYQU2zRlMM:&ved=0CAUQjRw&url=http://www.northgate-salesnet.com/sales_team_management&ei=lnhvUu-6H-KR1AXo9oHoCQ&bvm=bv.55123115,d.ZG4&psig=AFQjCNFEmdC-W4fSarZXzq0H2pkhfOoLmg&ust=1383123476656865) | The Going North Initiative is funded by the LEOs of Laois, Offaly and Westmeath  Consequently, **the cost to you will be at a subsidized rate of €175 per person.**  Accommodation costs in Belfast for 2 nights[1 person per business] along with dinner on one night will be covered by the LEOs. |

**How do you apply?**

Simply contact us on any of the following telephone numbers / email addresses for further information:

Orla Martin T 057 9357480 E [orla.martin@leo.offalycoco.ie](mailto:orla.martin@leo.offalycoco.ie)

Geraldine Beirne T 057 9357480 E [geraldine.beirne@leo.offalycoco.ie](mailto:geraldine.beirne@leo.offalycoco.ie)

**The attached Expressions of Interest should be completed and returned to** [**geraldine.beirne@leo.offalycoco.ie**](mailto:geraldine.beirne@leo.offalycoco.ie) **as quickly as possible, but no later than 4:00pm Friday 22nd June 2018.**

Full Circle Management Solutions will hold one to one meetings in Tullamore with all businesses who have returned an Expression of Interest form by the deadline. **Date for meetings – 4th July.**

They will then select 4 businesses from Offaly, based on their state of readiness for this programme, and invite them to participate in the local workshop and subsequent client meetings in Northern Ireland.

**GOING NORTH INITIATIVE**

**OFFALY EXPRESSION OF INTEREST FORM**

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| **Name of Business** |  |
| **Contact Person** |  |
| **Address** |  |
| **Telephone** |  |
| **E-Mail Address** |  |
| **Year Business Started Trading** |  |
| **Describe Your Business Including The Products Your Produce** | |
| **Approx Current Annual Turnover** | **€** |
| **Approx Current Level of Export Sales** | **€** |
| **Describe Any Previous Involvement (If Any) Your Business Has Had With Northern Ireland** | |
| **Signature** |  |
| **Date** |  |

**Please return this completed form to** [**geraldine.beirne@leo.offalycoco.ie**](mailto:geraldine.beirne@leo.offalycoco.ie) **before 4:00pm on Friday 22nd June 2018**