



# Oifig Fiontair Áitiúil

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## Local Enterprise Office

Oifig Fiontair Áitiúil Cill Mhantáin

Local Enterprise Office Wicklow



Autumn / Winter 2019  
TRAINING BROCHURE

*...Is spéis linn do ghnó*  
*...Let's talk business*

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## Brexit Essentials Seminar

On the 31st October 2019, the UK is scheduled to leave the EU. Irrespective of the sector a business is operating in, it will experience some form of impact from Brexit. Some of the issues faced from a Customs and Trade perspective are:

- Customs Duty
- Import VAT
- Border Delays
- Additional Costs e.g. Clearance Agents, etc.
- Additional Documentation e.g. Import and Export Documentation, etc.
- New Procedures e.g. How and when to lodge import and export Single Administrative Documents, etc.
- New Licenses

Different issues will impact on each sector in a slightly different way. For example, the food industry will be conscious of how customs duty and border delays might impact on their product, the construction industry will be acutely aware of the knock on impact of border delays on their deadlines, the textiles will be impacted by high duty rates and IT companies may have to consider Export Controls.

Ultimately Importers and Exporters will need to know how to move their goods through Customs in Ireland and the UK post Brexit. This workshop will enable companies to understand both Revenue rules in Ireland and Her Majesty's Revenue and Customs rules in the UK. The workshop will also cover the post Brexit simplifications being introduced by both Authorities and how to apply for these and will also explain the operational requirements necessary to move goods through Customs.

This half day seminar will highlight how your business could be impacted by Brexit and will provide you with a practical checklist of the essential actions that your firm needs to take to mitigate against the risks and enable you to continue to trade with the UK post Brexit.

The panel of speakers will, through the use of practical examples, address the challenges around Supply Chain, Customs procedures, Tariffs and Duties, Working Capital and financing, currency exposure and certification and regulation.

Speakers will also highlight the many government supports available for businesses. Representatives of the banking sector will be on hand after the seminar to discuss their range of Brexit support initiatives on a one to one basis.

<b>Date &amp; Location:</b>	Friday 25th October 2019 - The Parkview Hotel, Newtownmountkennedy, Co Wicklow
<b>Duration:</b>	Half Day
<b>Time:</b>	9.00am - 1.30pm
<b>Cost:</b>	Free of charge
<b>Guest Speakers:</b>	Moira Creedon, Artemis Consulting Tom McGrath, BDO Ireland John Madigan, Strategic Banking Corporation of Ireland
<b>Places Available:</b>	75
<b>Suitable for:</b>	Businesses from all sectors.

# National Women's Enterprise Day

## Making It Happen

THURSDAY OCTOBER 17<sup>th</sup> 2019



2019 Theme: 'Making It Happen'

The key takeaway for NWED in 2019 is to encourage more female entrepreneurs to overcome business challenges and explore ways of "Making it Happen for their own business".

This year's event will take place at Ballyknocken House and Cookery School. Networking will take place while attendees participate in a cookery class with a twist! This will be followed by an engaging presentation by Catherine Fulvio herself, as she describes how she expanded and grew her local business. Refreshments (the results of the cookery class) will be served.



Award-winning author of six cookbooks, Catherine Fulvio, was born and bred on Ballyknocken Farm. She is the true essence of a Wicklow Entrepreneur, having founded her cookery school in 2004. A noted TV chef, she was shortlisted for a Daytime Emmy in May 2019, in the 'Outstanding Culinary Host' category for her show A Taste of Ireland: Ballyknocken Cookery School which aired on Food TV.

As an innovative businesses woman, Catherine enjoys a strong media profile and continues to expand her career as a key note speaker on entrepreneurship, leadership, marketing, women in business and of course food.

<b>Location:</b>	Ballyknocken House and Cookery School, Glenealy, Ashford, Co. Wicklow
<b>Date:</b>	Thursday 17th October 2019
<b>Duration:</b>	Half day
<b>Time:</b>	3.30pm – 5.30pm
<b>Cost:</b>	€15
<b>Places Available:</b>	50
<b>Guest Speaker:</b>	Catherine Fulvio, Owner of Ballyknocken Cookery School
<b>Suitable for:</b>	Women in Co. Wicklow that own and run their own business
<b>Full outline available at:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



## Online Sales and Trading Online Voucher Scheme

Consumer behavior is changing and online spending is increasing rapidly. There is a big opportunity for Irish businesses to grow and access a wider market, expand their businesses and create more jobs. Statistics suggest that only 32% of small companies are engaged in e-commerce sales in Ireland and that 70% of the €850,000 spent online by Irish consumers per hour is going overseas.



The 'Trading Online Voucher' scheme, financed by the Department of Communications, Climate Action and Environment aims to encourage small businesses to develop their online presence through a website or digital marketing strategy by availing of a Trading Online Voucher of up to €2,500 (or 50% of their eligible expenditure). Businesses looking to apply for the voucher must be trading for a minimum of 6 months to qualify and be located in County Wicklow.

This seminar will help participants to understand and determine the best approach to establish and increase their online presence and trade online. Applicants for the Trading Online Voucher must attend one of these TOV Information Seminars. The deadline to apply for the voucher is typically about three weeks after the seminar.

See [www.localenterprise.ie/wicklow](http://www.localenterprise.ie/wicklow) for more information and the deadline dates.

### The Seminar will cover:

- Why does my business need to be Online?
- Targeting Customers – YOU and your Audience
- Search Engine Optimisation – Being visible online in online searches
- Being found – setting up your website
- Social Media Marketing – how to develop a digital marketing strategy for your business
- Information on the Online Trading Voucher
- Top tips on how to fill in the application form

<b>Location:</b>	Wicklow County Campus, Rathnew, Co. Wicklow
<b>Date:</b>	Tuesday 10th September 2019 Wednesday 16th October 2019
<b>Duration:</b>	Half day
<b>Time:</b>	9.30am – 1.30pm
<b>Cost:</b>	Free of charge
<b>Guest Speaker:</b>	Noel Davidson, The Entrepreneurs Academy
<b>Suitable for:</b>	Owners and/or key staff of established businesses located in Co.Wicklow
<b>Full outline available at:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

## BUSINESS TRAINING COURSES

### Start Your Own Business

This is an essential course for anyone thinking of starting their own business. The objective of the Start Your Own Business Programme is to assist participants in assessing the viability of business ideas and in understanding the essential elements required to start up and run their own businesses. This is an evening course that runs over 10 weeks.

#### Topics Covered:

- Self-Assessment
- Preparing a Business Plan
- Researching the Market
- Sources of Funding
- Sales
- Legal Issues
- Marketing for Small Business
- Finance
- Basic Bookkeeping
- Using IT in your Business & Social Media

#### COURSE 1

**Location:** Wicklow County Campus, Rathnew  
**Commences:** Tuesday 10th September 2019  
**Duration:** 10 weeks, one evening per week  
**Time:** 7.00pm – 10.00pm  
**Cost:** €90  
**Trainer:** The Entrepreneurs Academy  
**Places Available:** 15  
**Full outline available at:** [www.localenterprise.ie/wicklow](http://www.localenterprise.ie/wicklow)

#### COURSE 2

**Location:** Glenview Hotel, The Glen of the Downs  
**Commences:** Wednesday 2nd October 2019  
**Duration:** 10 weeks, one evening per week  
**Time:** 7.00pm – 10.00pm  
**Cost:** €90  
**Trainer:** The Entrepreneurs Academy  
**Places Available:** 15  
**Full outline available at:** [www.localenterprise.ie/wicklow](http://www.localenterprise.ie/wicklow)



## Accessing Finance for Your Business

These workshops aim to demystify the process of raising finance for your business. Our experienced trainers will give general information on the types of finance available to small businesses from lenders such as MFI [Microfinance Ireland] and the mainstream banks and credit unions, to other types of financing such as leasing, invoice discounting, private investment, grants, business angels, crowd funding etc.

Specific information will be given on how loans are assessed, including the type of ratios and 'what if' analyses that are generally applied by lending institutions.

The cornerstone of any investment proposition is the Business Plan, and time will be spent explaining how to write a credible and convincing Business Plan with financial projections. The trainers will also give plenty of tangible examples of common reasons loans are refused, and there will be reference made to the mechanism for appealing refused applications [including the Credit Review Office].

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Date:</b>	Wednesday 2nd October 2019 [Niall Glynn] Wednesday 27th November 2019 [Lar Burke]
<b>Duration:</b>	Half day
<b>Time:</b>	9.30am - 1.30pm
<b>Cost:</b>	€10
<b>Trainer:</b>	Niall Glynn/Lar Burke
<b>Places Available:</b>	12
<b>Suitable for:</b>	Anyone thinking of applying for a business loan or otherwise raising finance/investment for their business, which is based in Co. Wicklow.
<b>Full outline available at:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



## Tax and VAT for Start Up Businesses

The aim of this course is to provide each participant with a clear understanding of their responsibilities to the Revenue Commissioners as a self-employed person/Ltd. Co. Director/ Partner. Participants will gain an understanding of how their business fits into the tax & VAT system, get a better handle on the advantages & disadvantages of setting up as a limited company, sole trader or partnership, learn how to make a VAT return, and how to complete self-assessment as a self-employed person.

The Revenue Online System (ROS) will be covered, since it is now mandatory that businesses interact with Revenue Commissioners electronically via ROS.

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Date:</b>	Tuesday 17th & Tuesday 24th September 2019 [full days] and Tuesday 1st Oct 2019 [morning].
<b>Duration:</b>	2.5 days
<b>Time:</b>	9.30am – 5.00pm, [morning: 9.30am – 1.00pm]
<b>Cost:</b>	€150
<b>Trainer:</b>	Sarah McGuinness, SM Accounting Solutions
<b>Places Available:</b>	15
<b>Suitable for:</b>	Owners and/or accounts staff of businesses located in Co. Wicklow
<b>Full outline available at:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

## Bookkeeping For Small Businesses

The aim of this course is to provide participants with an in-depth understanding of basic accounting principles as well as a comprehensive working knowledge of their obligations to Revenue, including an overview of the now mandatory use of the Revenue Online System (ROS). Topics covered will include Debtors & Creditors, Bank Reconciliation, Expenses, Assets, Liabilities, Profit & Loss Accounts and Balance Sheets, amongst others.

This course will complement 'Bookkeeping using Excel', a one-day computer training course, details of which can be found later in this brochure. We have kept the two courses separate, so participants do not have to complete both courses if they are already proficient in one area.

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Date:</b>	Thursdays 14th & 21st November 2019
<b>Duration:</b>	2 days
<b>Time:</b>	9.30am – 5.00pm
<b>Cost:</b>	€120
<b>Trainer:</b>	Emma McKernan, Emma McKernan & Co.
<b>Places Available:</b>	15
<b>Suitable for:</b>	Owners and/or accounts staff of businesses located in Co. Wicklow
<b>Full outline available at:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



## Online Video as a Marketing Tool

The objective of this Programme is to provide participants with a basic understanding of how to incorporate online video in their marketing strategy.

The course will teach participants how to use online video to promote their business effectively. Participants will learn how to shoot video clips on a budget by using a smartphone and how to edit these clips into a marketing video using Filmora.

**Please note: This is a beginners course but participants need to be comfortable using a PC – this is not suitable for novice PC users.**

**NB: Participants need to bring a laptop and should also bring a smartphone to the course. Your laptop must have the following spec (most modern laptops will easily reach the requirements):**

- Windows: 64-bit version of Windows 7, 8 or 10
- Apple MAC - OS X 10.10 Yosemite, OS X 10.11 El Capitan, macOS 10.12 Sierra or macOS 10.13 (High Sierra)
- 4GB RAM (minimum – 8GB required for HD and 4K videos)
- At least 2GB free hard-disk space for installation
- Intel Core i3 or better, or AMD equivalent
- CPU: 2G Hz or better
- Screen Resolution: 1366 x 768 or better

**This course will cover the following topics:**

1. How companies are using video for marketing and why it's such an effective tool.
2. How to communicate the right marketing messages.
3. How to pitch yourself and your business offering.
4. What other low budget equipment you may need.
5. How to create an online marketing video on a budget (using a smartphone) and the steps to consider such as story-boarding, script and practising.
6. Dimensions and Image/Video Sizes
7. Hands-on editing workshop using a couple of video clips shot on smartphone and free Filmora video editor. (Including; cropping clips, adding clips together, adding text and music)
8. Setting up a YouTube channel.
9. Getting more views on YouTube.
10. SEO for videos on YouTube
11. Uploading a video to YouTube and to Facebook and embedding it on your website.
12. Sharing images and video across Social Networks.
13. Video and image editing tools.
14. Practical tips for a professional looking video.

**Location:** Wicklow County Campus, Rathnew  
**Date:** Thursday 19th & 26th September 2019  
**Duration:** Two full days  
**Time:** 9.30am – 5.00pm  
**Cost:** €120  
**Trainer:** Dorcas Réamonn, Talentpool Ltd  
**Places Available:** 12  
**Suitable for:** Owner managers or marketing staff of Wicklow based businesses who want to start using video on their website or social media.  
**Full outline available at:** [www.localenterprise.ie/wicklow](http://www.localenterprise.ie/wicklow)

### Public Procurement for SMEs: Introduction to Tendering workshop

In conjunction with



This workshop is designed to be a practical workshop, aimed specifically at small business owners/sole traders that have never completed a tender before. It aims to demystify the procedures around pitching for, and ultimately winning some of the ‘below threshold’ [i.e. below €25k] work that Local Authorities and other Government Bodies/Agencies contract out. The workshop is also suitable for new start-ups that are looking into public procurement as a possible future option.

The workshop is part of the Local Government Strategic Procurement Office’s work to actively encourage small businesses on the island of Ireland to engage in public procurement.

**Location:** Wicklow County Campus, Rathnew  
**Date:** Wednesday 6th November 2019  
**Duration:** Half day  
**Time:** 9.30am – 1.00pm  
**Cost:** €15  
**Trainer:** Donnacha Phelan; InterTradelreland’s ‘Go-2-Tender’ Programme  
**Places Available:** 15  
**Suitable for:** Owners and/or accounts staff of businesses located in Co. Wicklow  
**Full outline available at:** [www.localenterprise.ie/wicklow](http://www.localenterprise.ie/wicklow)

## Effective & Practical Human Resource Management: Recruitment, Retention & Performance Management

Managing staff is one of the biggest issues facing small business owners, yet many do not pay sufficient attention to their human resources obligations. Consequently, HR matters only tend to get visibility when things go wrong.

It has never been more important for businesses to recruit and retain the right staff and keep them engaged and motivated to do their best work. With the right talent and development, a Company can not only beat the competition but also grow its market share.

This Workshop focuses on the essential requirements that SMEs need to address in terms of successfully and effectively managing their Human Resources.

### **It also offers practical advice and tools on the following:**

- Overview of HR Management today
- Providing a summary of key Employment Legislation
- Developing Core HR policies and procedures (what to watch out for)
- Creating a positive and effective working environment and team culture
- Delivering practical suggestions on how to effectively manage your staff
- Dealing with problem staff, managing under performance and handling conflict

**Each participant is asked to complete a 'needs survey' about their key HR issues and to provide some information on their business.**

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Date:</b>	Tuesday 15th October 2019
<b>Duration:</b>	One half day
<b>Time:</b>	9.30am – 1.30pm
<b>Cost:</b>	€30
<b>Trainer:</b>	Niall Glynn, Niall Glynn & Associates Limited
<b>Places Available:</b>	12
<b>Suitable for:</b>	Owners and/or key staff of established businesses located in Co. Wicklow
<b>Full outline available at:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



## COMPUTER TRAINING COURSES

Before booking onto one of our computer courses, please make sure you check the level of IT skills required to get the most out of the course, to ensure that it is neither too basic nor too difficult for your level of proficiency.

Please feel free to talk to a member of staff before booking a place – just call us on 0404 30800. An online questionnaire or telephone interview with your trainer must be completed before each course commences

### Design your own Social Media Campaign: Beginners level

Having a social media campaign is a highly cost effective way of promoting your brand and engaging with your target market online. Through media such as Facebook, Twitter and LinkedIn, businesses are developing stronger relationships with their customer base all over the world. This one-day course will introduce social media to those who have not used it as a business tool to date.

**Please note: Participants need to have set up a personal Facebook & Twitter account before attending this course, to be familiar with both applications. This training day is about setting up a social media presence for your business, not for personal use.**

<b>Location:</b>	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow
<b>Date:</b>	Tuesday 12th November 2019
<b>Duration:</b>	One full day
<b>Time:</b>	9.30am – 5.00pm
<b>Cost:</b>	€60
<b>Trainer:</b>	The Entrepreneurs Academy – Michael Keogh
<b>Places Available:</b>	12
<b>Capability Required::</b>	Owner managers or key staff of Wicklow based businesses that are familiar with using social media, but now wish to use it for business
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



## Design Your Own Social Media Campaign: Intermediate

This course is aimed at proficient users of social media (such as Facebook, Twitter, LinkedIn and Blogs), who wish to use the more advanced businesses tools available, for example social media advertising, apps and analytics.

**Please note: it is not advisable to attend this course unless you have at least 200 followers on a business Facebook page or 200 followers on Twitter.**

**You are advised to attend the beginners level prior to intermediate level.**

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Date:</b>	Friday 22nd November 2019
<b>Duration:</b>	One full day
<b>Time:</b>	9.30am – 5.00pm
<b>Cost:</b>	€60
<b>Trainer:</b>	Dorcas Réamonn, Talentpool Ltd
<b>Places Available:</b>	12
<b>Capability Required::</b>	Strong computer & online skills. Participants should already be using Social Media in their business, with at least 200 followers on Facebook or 200 followers on Twitter to participate in this course.
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

## Increasing Traffic to your Website: Search Engine Optimisation for Beginners

Having a website that ranks high on internet search engines is imperative for small businesses. This course will demonstrate how to use search engine optimisation (SEO) to drive customers to your website. Both free listing techniques and pay-per-click listings will be covered. A vital course for anyone that has invested in a website, yet doesn't feel they are generating enough traffic to it.

<b>Location:</b>	Arklow Business Enterprise Centre, Kilbride Industrial Estate, Arklow.
<b>Date:</b>	Monday 21st October 2019
<b>Duration:</b>	One full day
<b>Time:</b>	9.30am – 5.00pm
<b>Cost:</b>	€60
<b>Trainer:</b>	Dorcas Réamonn, Talentpool Ltd
<b>Places Available:</b>	12
<b>Suitable for:</b>	Participants should be planning their business website or have it already set up, and wish to learn how to optimise it.
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



## Bookkeeping using Excel

This one-day course will cover all the working elements of setting up a simple bookkeeping system on Microsoft Excel. The course works in conjunction with 'Bookkeeping for Small Business' course, which covers basic accounting principles.

We have kept the 2 courses separate, so that participants do not have to complete both courses if they are already proficient in one area. It would be imperative that participants who are not completing the theory course ensure they have a strong understanding of bookkeeping principles before undertaking this one-day computer course.

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Date:</b>	Thursday 28th November 2019
<b>Duration:</b>	One full day
<b>Time:</b>	9.30am – 5.00pm
<b>Cost:</b>	€60
<b>Trainer:</b>	Emma McKernan, Emma McKernan & Co.
<b>Places Available:</b>	12
<b>Suitable for:</b>	Owner managers or accounts staff of Co. Wicklow based businesses who want to start using video on their website or social media
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



## CLINICS FOR SMALL BUSINESS

### Digital Marketing and Website Advice Clinic

These digital marketing clinics provide you with a chance to meet with an online marketing consultant for an hour to identify a number of ways where you can improve and get results with your online marketing efforts for your business.

Participants will be sent a short questionnaire upon booking to identify where you are currently focusing your online marketing and where you might need advice. Completing this will ensure that you get the maximum possible benefit from the appointment.

Possible topics for discussion could include: Email Marketing [newsletter design & database development], Social Media Marketing [choosing the right channels, Website content and blogging], Search Engine Optimisation, Pay per click Advertising and How to Measure your Online Marketing.

<b>Location:</b>	Wicklow County Campus, Rathnew
<b>Date:</b>	Tuesday 3rd December, 2019
<b>Duration:</b>	One hour
<b>Time:</b>	9.15am – 10.15am 10.15am – 11.15am 11.30am – 12.30pm 12.30pm – 1.30pm 2.00pm – 3.00pm 3.00pm – 4.00pm 4.15pm – 5.15pm
<b>Cost:</b>	€30 per meeting
<b>Trainer:</b>	Aisling Hurley, <a href="http://www.thebusinessfairy.ie">www.thebusinessfairy.ie</a>
<b>Places Available:</b>	7
<b>Suitable for:</b>	Owner managers or marketing staff of Wicklow based businesses
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>



Oifig Fiontair Áitiúil  
Local Enterprise Office

**Business Advice Clinic**  
FREE, one 2 one,  
hour long confidential advice session  
Wækly at our premises in Rathnew  
&  
the 1st Thursday Every Month  
in Wicklow County Council Civic offices,  
Blessington, W91 RTVD



To make an appointment  
please contact the  
Local Enterprise Office by  
phone on 0404 30800 or send  
an email to  
[enterprise@leo.wicklowcoco.ie](mailto:enterprise@leo.wicklowcoco.ie)

### Business Advice Clinics

FREE, one-to-one hour long confidential advice session. Please contact the Local Enterprise Office to make an appointment.

## ADVANCED BUSINESS SKILLS TRAINING PROGRAMME

### The Management Development Programme

This in-depth Management Development Programme ['MDP'] is LEO Wicklow's flagship advanced business skills training programme.

More than 450 Owner-Managers of small & medium businesses in the County have participated in this programme and have significantly increased their capabilities, and become more strategic and focused.

Core modules covered include: planning for expansion/consolidation, strategic positioning, sales management, pricing, management-level finance, negotiation skills, and human resource management.

The course will be delivered by Blaise Brosnan, MD of the Management Resource Institute. Blaise has delivered the MDP for many years in Co. Wicklow and the East Coast and has received stellar feedback from participants who appreciate his ability to relate to them and their businesses.

This course is accredited by the Institute of Technology Carlow [at Level 7], and the course fee is highly subsidised by the Local Enterprise Office, Wicklow.

**Four one-to-one mentoring visits with Mr. Brosnan are included for each participant.**

<b>Location:</b>	The Glenview Hotel, Glen of the Downs
<b>Date:</b>	Thursday 12th September 2019
<b>Duration:</b>	20 Thursday evenings [12th September 2019 – 13th February 2020; excluding 19th December and 2nd January]
<b>Time:</b>	7pm – 10pm
<b>Cost:</b>	€450 [payable in two instalments of €225]
<b>Trainer:</b>	Blaise Brosnan, MD, The Management Resource Institute
<b>Places Available:</b>	22 [subject to availability – please note, this Programme fills quickly]
<b>Suitable for:</b>	Participation on this course is restricted only to owner- managers of businesses based in Co. Wicklow that have been established for at least 2 years or more
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>
<b>How to book:</b>	Email: <a href="mailto:enterprise@leo.wicklowcoco.ie">enterprise@leo.wicklowcoco.ie</a>



## BREXIT

LEO Wicklow is committed to supporting its clients in preparing for the risks and opportunities that Brexit poses. Despite the uncertainty, Wicklow companies can and should be taking action to mitigate the potential risks and position themselves to take advantage of the opportunities.

There are a number of Brexit supports available through LEO Wicklow.

A good starting point to assess the risk BREXIT poses to your business is the Brexit Scorecard which is intended as a first step towards preparing for Brexit and developing a robust Brexit plan.

You can find the Brexit scorecard on

<https://www.localenterprise.ie/Wicklow/Financial-Supports/Brexit/>

*See Brexit preparedness Checklist on page 18*



## Prepare Your Business for Customs Workshop

A one-day interactive workshop open to all business sectors.

Are you planning to move goods to, from or through the UK after Brexit? Prepare your business for customs at this one-day interactive workshop being held as follows:-

<b>Date &amp; Location:</b>	Wednesday 11th September 2019 - The Avon Hotel, Blessington Wednesday 9th October 2019 - Wicklow County Campus, Rathnew, Co Wicklow
<b>Duration:</b>	One full Day
<b>Time:</b>	10.00am – 5.00pm
<b>Cost:</b>	Free of charge
<b>Guest Speaker:</b>	BDO Ireland
<b>Places Available:</b>	25
<b>Suitable for:</b>	Businesses from all sectors, this workshop will cover areas such as what export and import procedures apply, how tariffs work and how to correctly classify goods.
<b>Full outline available:</b>	<a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a>

## Brexit one to one Mentoring Clinics

These Brexit consultancy clinics provide you with the opportunity to meet with a consultant to discuss how you can mitigate the risks that Brexit may pose to your business. There will be three main areas of focus during the sessions 1) the potential risks to your specific business 2) what the impact would be if these risks were to materialise and 3) what steps can you take now to reduce the risk and how much this will cost your business.

### Possible topics which may be covered include

- Cashflow
- Changing VAT arrangements between UK and ROI
- Customer contracts and pricing
- Market Diversification
- Import substitution

### Date & Location:

Friday 6th September at  
Wicklow County Campus, Rathnew Co Wicklow  
Monday 23rd September at  
Wicklow County Campus, Rathnew Co Wicklow

### Duration:

One hour sessions

### Time:

9.15am, 10.30am, 11.45am, 13.30pm, 14.45pm, 16.00pm

### Cost:

Free of charge but a €25 charge will apply in the event of no show

### Trainer:

Moira Creedon is a teacher and consultant in Strategic Finance and has worked with both large corporate and SME clients worldwide helping decision makers at strategic level to understand finance and hence improve their ability to formulate and implement strategy and innovation across all elements of their business.

### Places Available:

6 per day





## Brexit Preparedness Checklist

### Customs



- Register with Revenue for an EORI number
- Understand what is needed to fulfil customs declaration requirements
- Consider a customs agent/broker or in-house management to complete declarations
- Consider what authorisations or simplifications about customs procedures might be relevant
- Determine whether you have to comply with UK customs requirements
- Identify tariff classification codes for products/ingredients

### Other Controls



- Identify sanitary and phytosanitary (SPS) controls for ingredients/products (agriculture)
- Register with the Department of Agriculture, Food & the Marine or the Environmental Health Service of the HSE (for food of plant origin) for goods/products subject to SPS controls
- Ensure that you and your UK suppliers use ISPM 15 standard wood pallets

### Supply Chain



- Map your supply chain to determine Brexit exposure, including route to market
- Assess how Brexit may impact your ability to supply your customers
- Seek assurances from your suppliers/distributors to ensure continuity of supply or consider alternatives e.g. changing supplier
- Examine supply chain costs and possible implications e.g. tariffs, customs formalities and possible transport delays
- Explore growth opportunities domestically or in other markets

### Product Certification



- Check what product certification you will require for exporting to the UK post-Brexit
- Prepare for the additional responsibilities you will have as an importer when sourcing products from the UK post-Brexit
- If you use a UK Notified Body, transfer your product certification to an EU-27 Notified Body
- Examine if you need to appoint a 'designated representative' in the UK or if your UK supplier has appointed an EU 'authorised representative'

### Cashflow & Currency



- Know your breakeven €/£ exchange rate for your business with the UK
- Take steps to reduce your exposure to currency volatility e.g. currency hedging
- Avail of Government financial supports to help manage your cashflow, e.g. Brexit Loan Scheme

### Also



- Identify your key UK customers and agree a joint plan to manage Brexit
- Review contracts with your UK suppliers and customers
- Develop a plan for the UK market to maintain and grow in the UK



# Oifig Fiontair Áitiúil

## Local Enterprise Office

Oifig Fiontair Áitiúil Cill Mhantáin

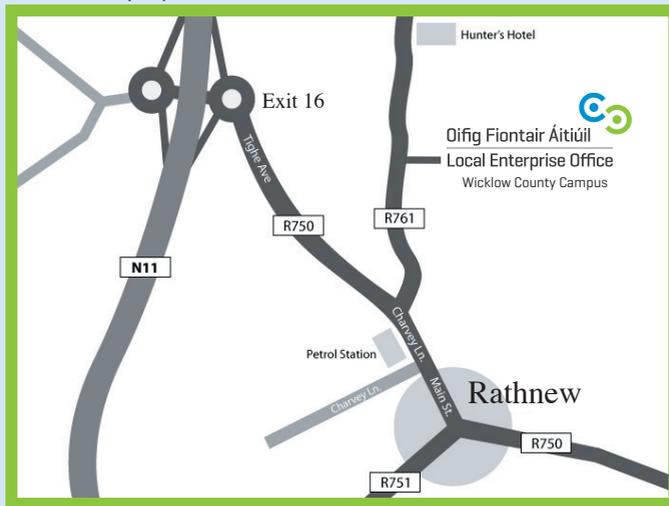
Local Enterprise Office Wicklow

## How to Book

Bookings can be made online via our website

Please visit [www.localenterprise.ie/wicklow](http://www.localenterprise.ie/wicklow)

You can pay online with: Debit card or Credit card



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