

Export Development Programme — Autumn 2025

Helping Wicklow micro-enterprises take their first step into export markets

Programme at a Glance

- **Duration:** 12 weeks · 8 Sept – 28 Nov 2025
 - **Format:** In-person workshops (Rathnew) + onsite diagnostic + 1:1 mentoring + bespoke research + action plan
 - **Places:** 10 businesses only
 - **Provider:** Full Circle Management Solutions Ltd
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What You'll Get

1) Export Readiness Diagnostic

- Half-day onsite, one-to-one session at your premises
- Assess readiness, identify barriers, shortlist markets
- Receive a tailored diagnostic report

 **10–17 Sept 2025 (scheduled individually)**

2) Six Practical Workshops (3 hrs each)

Interactive, case-study led sessions delivered by experienced practitioners:

1. Rising to the Export Challenge — **Wed 17 Sept**
2. Selecting & Researching Your First Market — **Wed 24 Sept**
3. Sales Prospecting in a New Market — **Wed 1 Oct**
4. High-Impact Export Selling Skills — **Wed 8 Oct**
5. Export Marketing on a Shoestring — **Wed 15 Oct**
6. Sustaining Momentum — **Wed 22 Oct**

 Venue: Rathnew

3) Tailored 1:1 Mentoring (8.75 hrs)

- Close readiness gaps (pricing, positioning, collateral)
- Sharpen your export pitch and value proposition
- Practice real sales conversations
- Map quick wins and next steps

 **15 Sept – 28 Nov (3 sessions)**


4) Bespoke Market Research (1 day)

- Competitor scan + market overview
- Prospecting for customers/agents/distributors
- Warm introductions where appropriate

 **6 – 24 Oct 2025**

5) Export Growth Action Plan


- Practical 12-month roadmap to **Dec 2026**
- SMART targets, strategies and projections

 **27 Oct – 14 Nov (Deadline: 14 Nov)**

Outcomes You Can Expect

- ✓ Clear, evidence-based market choice
 - ✓ Export-ready value proposition & sales approach
 - ✓ Qualified prospect list & outreach plan
 - ✓ 12-month export action plan
 - ✓ Visibility of follow-on supports (e.g., InterTradeIreland)
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Limited to 10 places only

 Apply today to secure your spot.

For questions email: Michelle Hegarty at mhegarty@leo.wicklowcoco.ie