

09/03/2022

# InterTradelreland Cross Border Supports

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## Cross-Border Support - InterTradelreland

InterTradelreland has been helping small businesses in Ireland and Northern Ireland explore new cross-border markets, develop new products, processes and services and become investor ready for over two decades.

Our services include supports for sales growth and innovation, plus funding and business insights for **SMEs across the island** who are looking to grow their business.

**Grow Sales**  
**Win Tenders**  
**Build an Innovation Culture**  
**Raise Funding**  
**Business Insights**  
**Brexit Advisory Service**

## Sales Supports & Services

### Grow Sales -TAV, Elevate, Acumen, Digital Sales

#### Trade Accelerator Voucher

Financial support worth up to £1,000/€1,200 (+VAT) for professional cross-border advice.

#### Elevate

Bespoke consultancy for your business to help you develop a winning sales plan. Designed especially for micro businesses. Funding up to £5,000/€5,750 available (including VAT).

#### Acumen

Funding to employ a new sales & marketing recruit to help develop cross border sales. Funding up to £15k/€18,750 available.

#### Digital Sales

Consultancy and capacity building supports to help businesses think more strategically about how E-Commerce will form part of the company's future sales strategy, improve their online presence and sales and marketing position and identify E-Commerce opportunities. *Launch 2022*

## Tendering Supports & Services

### Win Tenders - Procurement Tender Successfully.

#### Go-2-Tender Practical Workshops

2 day tendering skills workshops for SMEs ranging from beginners to those wanting to further refine their skills.

#### Bespoke Mentoring Support

Delivered on-site to reinforce workshop learning to get SMEs bid ready.

#### Meet The Buyer Events

Unique access to key public sector buyers on a regional and sectoral level.

#### Information, Advice and Briefings

Category briefings, trends & emerging issues workshops, tender guides, videos, presentations & FAQs.

**22-23<sup>rd</sup> March - Go-2-Tender Supplies and Services Workshop - Ireland**

# Innovation Supports and Services

## Build an Innovation Culture

- **Innovation Boost** Audit and support of up to £56,000/€67,900 available to **boost innovation** through a collaborative partnership between a **company, an academic and a graduate**.
- **Impact** Up to £250,000 (Euro equivalent) for a B2B **collaborative partnership** aiming to deliver '**game-changing**' innovation projects at an **industry level**.
- **HORIZON Europe** Help to access €95.5bn European research funding
- **All-Island Innovation Programme** Innovation seminars, master classes and conferences, providing businesses with access to innovation practitioners and the latest innovation thinking.
- **Synergy** designed to increase SME participation in innovative networks of entrepreneurs, academics, policy makers, corporates and third sector participants using cluster and network development supports to increase the impact of programmes with economic benefit to Ireland and Northern Ireland.
- **US R&D** Its aim is to promote collaborative **innovative research projects** which create value above and beyond individual efforts. The US-Ireland R&D Partnership links researchers across Ireland, Northern Ireland and the United States.
- **Co Innovate** Project funding and capability development, **find partners who can support your plans**, identify opportunities for growth. Supported by €16.6 million from the European Union's INTERREG VA Programme, managed by the Special EU Programmes Body (SEUPB).

# Funding Supports and Services

## Raise Funding - Funding Advisory – attract investment, venture finance.

### Funding Advisory Services

Funding advice for early stage and established businesses - **workshops, clinics, events**, sources of finance.

### Seedcorn Competition

**Competition** share/ a €300k total cash prize aimed at new start and early stage companies looking to **become investor ready**.

### Business Angel Funding

Access to the key angel investors and syndicates across the island.

### Events - InterTradeIreland Venture Capital Conference 2022 -

**Join us on Monday 14th & Tuesday 15th March** as we showcase world-class companies which have started and are scaling from the island of Ireland. Get insight into the VC industry and scaling journeys of global founders – sourcing teams, growing sales and raising capital.

<https://intertradeireland.com/events/intertradeireland-venture-capital-conference-2022-14-march-2022>

€100,000: Overall winner  
€50,000: Best Category Winner  
6 x €20,000: Regional Winners  
€10,000: Special Award Winner for the best venture stemming from a university spin-out or support programme  
€20,000: Low Carbon / Green award

## Post Brexit Trade Tips

**Customs** – period of adapting

**Supply Chain** – supplier engagement, market routes, ROO, Inco Terms, commodity codes..

**SPS checks** – grace periods

**Labelling** – CE Marking, January 2023

**Audits** - detail and data quality

**Supports** – webinars/events



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## Brexit Advisory Service

### Brexit Voucher Support

**£2,000 / €2,250 fully funded financial support towards professional advice to help in the areas:-**

- Supply Chain
- People
- Finance
- Customs
- Regulation
- VAT

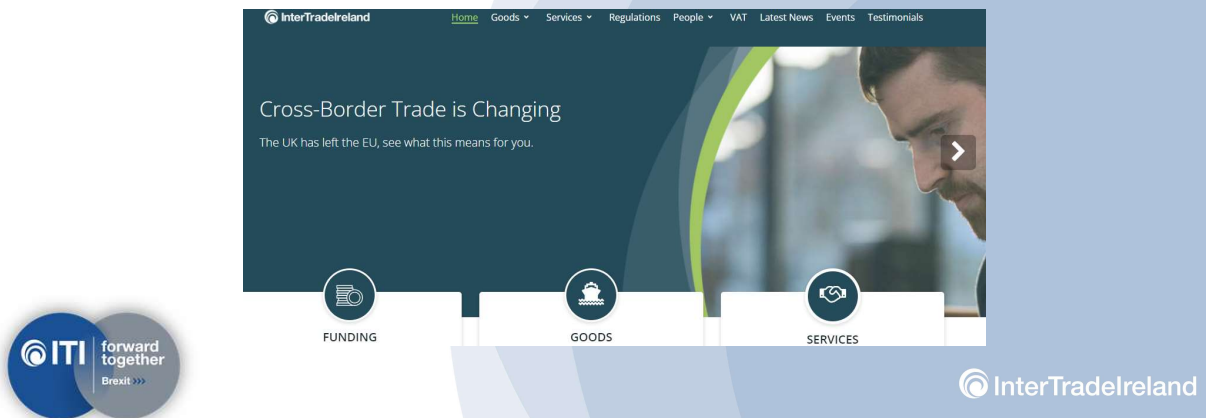


Eligibility Criteria & online application process <https://intertradeireland.com/brexit/funding>

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# Brexit Advisory Service – Digital Content

<https://brexit2022.intertradeireland.com/>



# Thank you

Contact us

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## Trade Accelerator Voucher

If you are at the early stage of assessing the potential of developing a cross-border business plan then there are many financial, logistical and regulatory questions which may need answered. InterTradelreland can offer your business financial support worth **up to £1000 (euro equivalent) plus VAT towards professional advice** through our Trade Accelerator Voucher Programme which covers the following areas;

- **Sales and Marketing** – advice to help you scope the potential cross-border opportunity for your business.
  - Export Readiness Assessment – a review of your capacity and capability to successfully export on a cross-border basis.
  - Tendering
  - Finance
  - Taxation
  - Employment Law
  - Currency
  - Regulation
- 10 employees. Annual turnover not exceeding €2m/£1.7m, manufacturing or internationally tradable services, satisfactory trading history in your home market and must relate to cross-border trade and business. If applying for Export Readiness or Sales/Marketing advice, your total cross-border turnover must not exceed 30%. You must also have a sufficiently unique product that does not displace existing products in the target market place*

Only available after completing the **Go-2-Tender** programme.



## Elevate

Specifically aimed at Micro-Enterprises, **Elevate** has an expert panel of Sales Advisors offering specific expertise to help you to identify and capitalise on the significant cross-border sales opportunities that exist on your doorstep. **Up to £5,000/€5,750 (Including VAT) worth of consultancy time is available to you.** You choose the Advisor that suits your business needs and they will work with you to develop a winning sales plan and fast track your cross-border exporting journey. It is 100% funded by InterTradelreland and the application process is very simple. The Elevate Support is available for:

- **Assessment of in-house sales capability and skills**
- **Export Readiness assessment of the business**
- **Identification of sales leads/prospects**
- **Development of a cross-border sales and marketing plan**
- **Advice and guidance on design of marketing materials**

*Have less than 10 employees; Be a manufacturing or tradeable service business with an annual turnover below €1.8m/£1.5m; Have a satisfactory track record and a trading history in their home market (minimum of 18 months); Have a sufficiently unique product that does not displace existing products in the market place. Be focused on winning new cross-border sales; Have not generated more than 30% of their total turnover in the target cross-border market; Have the capacity (human, financial and production) to deliver the project; Have not previously participated on InterTradelreland 'Acumen' programme.*



## Acumen Programme

**The Acumen programme** aims to enhance the capacity and capability of SMEs to take the first formal steps onto the export ladder by helping to fund an experienced and skilled sales resource to help businesses to identify new opportunities and win new sales in the cross-border market.

- Full-time Sales Support - Acumen will fund up to 50% of the cost of a Full-time Sales resource for a 12 month period. **The maximum cost that can be covered is €37,500/£30,000 with Acumen funding up to €18,750/£15,000.** A Full-time sales resource must be an individual directly employed by the business and not a contractual representative.
- Part-time Sales Support Acumen will fund up to 50% of the cost of a Part-time Sales resource for a 6-12 month period. **The maximum cost that can be covered is €20,000/£16,000 with Acumen funding up to €10,000/£8,000.** A Part-time sales resource can be an individual directly employed by the business or alternatively a contractual representative e.g. experienced sales agent, consultant or a lead generation company..

*Assessment / Call All businesses that satisfy the basic eligibility criteria will be required to undertake an export diagnostic assessment to review: Export potential of the goods/services, Potential customers/ opportunities in the cross-border market & Nature and scale of the opportunity, Potential competitors in the cross-border market. Capacity of the business (financial, human and production) to engage in cross-border trade.*

