



CROSS-BORDER TRADE & ECONOMIC CONFERENCE

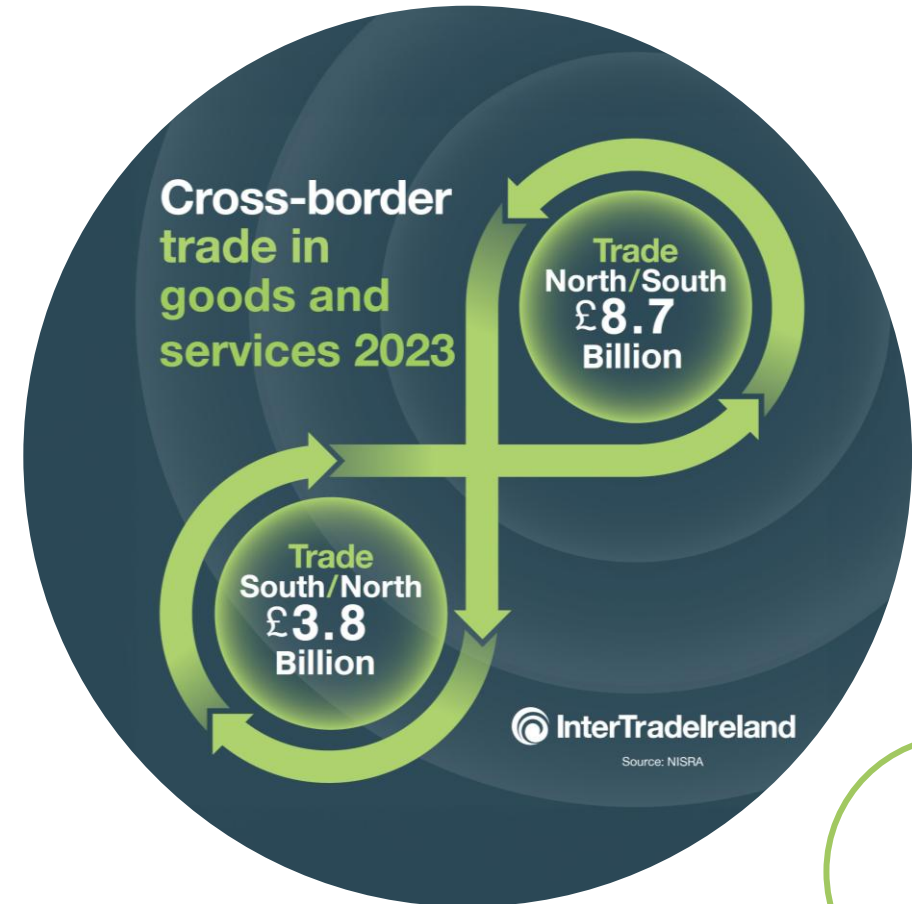
Dr Stuart Mathieson, Research Manager

stuart.mathieson@intertradeireland.com

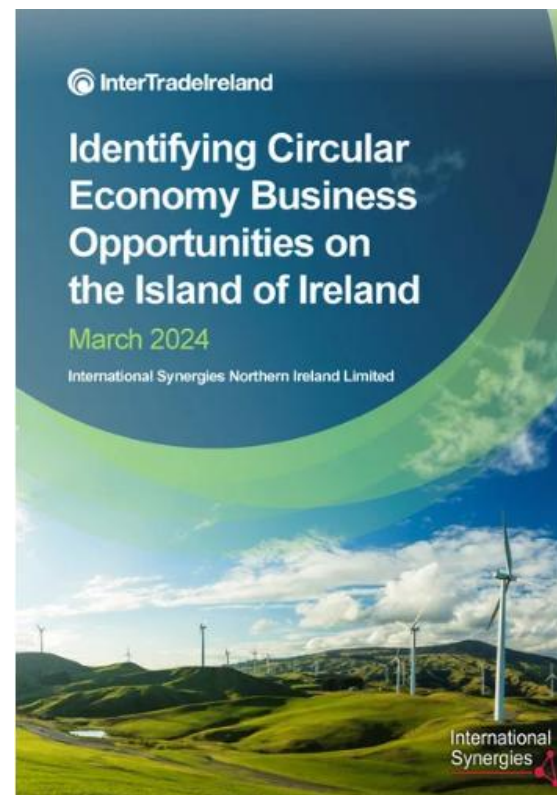
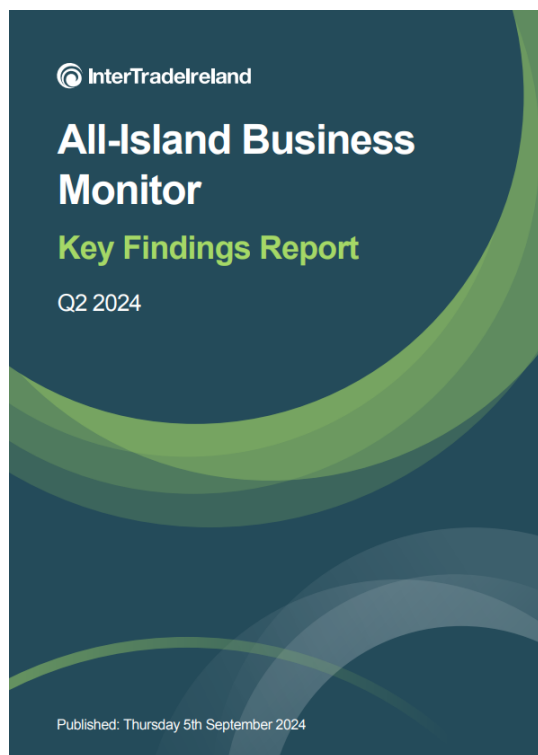


The Cross-Border Opportunity

- Northern Ireland/Ireland a springboard to other markets.
- Businesses that export cross-border are more successful, resilient and profitable.
- Tap into expertise across the island to innovate, become more competitive and accelerate business development
- Connect with networks, clusters and investors across the island to grow your business.



Research and Insights



Approaches to business supports and competitiveness on the Island of Ireland

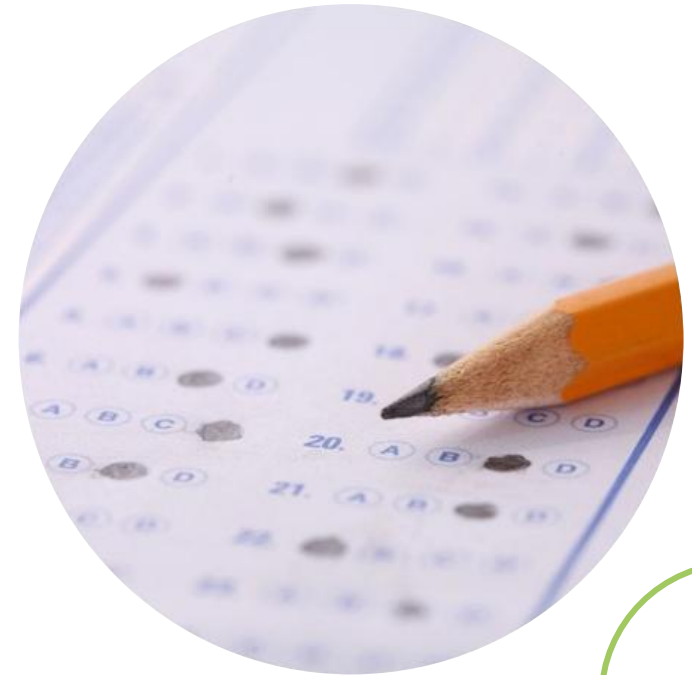
'Competitiveness, Common Purpose, and What Works'



InterTradeIreland
245-473-01

All-Island Business Monitor

- Our unique All-Island Business Monitor keeps us on the pulse of business sentiment.
- Quarterly survey of 750 SMEs across the island on crucial issues such as profitability, challenges, and cross-border trade
- Augmented by pulse surveys and business panels for deep dives into specific issues



The All-Island Economy: what our research says

- **Cross-Border Collaboration:** greater collaboration between Ireland and Northern Ireland in trade, energy, and business support.
- **SME Support and Development:** SMEs face challenges in accessing finance, navigating regulatory frameworks, and engaging with new market opportunities.
- **Policy and Infrastructure Gaps:** Uncertainty in policy (especially alignment) and infrastructure deficits hinder growth.
- **Sustainability and Innovation:** Circular economy principles, energy transition, and technological innovation are vital for long-term competitiveness.
- **Supply Chain Resilience:** Ongoing geopolitical, economic, and regulatory shifts require businesses to adapt and build resilient supply chains.

InterTradeIreland



Email info@intertradeireland.com
Office 028 3083 4100 (048 Ireland)
Text Phone 028 3083 4169 (048 Ireland)

intertradeireland.com
InterTradeIreland, The Old Gasworks Business Park,
Kilmorey Street, Newry, Co. Down BT34 2DE

