



**Preparing to enter a new  
market isn't easy.  
Finding the right help is.**

**DIVERSIFY**



**#GlobalAmbition**



Rialtas na hÉireann  
Government of Ireland



## H&MV Engineering

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High voltage solutions specialists H&MV has grown rapidly in recent years, more than doubling in size since 2015, and with the expansion of its Limerick workforce this growth is set to continue.

Support from Enterprise Ireland enabled them to research new markets that would otherwise be out of reach, like the UK and Norway.

H&MV is selective about the work it does. Market research funding from Enterprise Ireland has enabled the company to identify and engage with quality clients.

The company acknowledges the important role that Enterprise Ireland plays in its continuing success, from building relationships, to the use of Enterprise Ireland offices overseas.

## PerfectCard

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Founded in 2006, PerfectCard is a smarter way to manage gifts and incentives for both customers and employees. Sold throughout Ireland, the company has diversified its offering with new products such as Pecan, an employee expenses service geared towards SMEs.

A market research grant from Enterprise Ireland helped PerfectCard develop the right strategy for entering the UK, targeting the reseller market to increase its reach, rather than a direct approach.

Enterprise Ireland also helped them secure a place on the Innovation for Growth Programme. As a result, PerfectCard's presence in the UK market has grown dramatically, with two new partners being identified.





## Associated Rewinds

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Associated Rewinds is Europe's leading independent specialist for maintaining and re-engineering train motors. While its customer base spans two continents, Brexit threatened to derail its business, as the UK represented its main focus.

Diversifying into other EU markets was the best course of action to limit Associated Rewind's exposure. But it had to move fast to offset the negative effects of Brexit.

Market research support from Enterprise Ireland enabled the company to investigate the size of new markets much quicker than its own resources allowed. Now it is taking orders from France, Spain and Belgium.

## eXpd8

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eXpd8 saw an opportunity for dedicated software for legal practices. Their product took off in Ireland, but with only 1,700 legal practices in the country, the prospects of further growth were limited. Once it developed a new cloud-based offering, eXpd8 could supply legal firms around the world.

But first it needed to validate its chosen market. Enterprise Ireland proved invaluable, by providing eXpd8 with market research support. After successful trials by a number of law firms in the US, eXpd8 is now looking further afield, eyeing up the likes of South Africa, Australia and Singapore.



# Market Diversification Supports

Enterprise Ireland's diversification supports help companies tackle the main challenges of breaking into new markets.

Advisers across our global network of overseas offices can assist with trade show participation and language capability, while our Market Research Centres offer local market knowledge.

Our international team can help remove some of the barriers to achieving your global ambition.

**Enterprise Ireland's Market Discovery Fund and diversification supports are open to Enterprise Ireland and Údarás na Gaeltachta clients. Please talk to your Development Adviser before making your application.**



## Market Research Centre

Continuous intelligence gathering is key to successful export growth. Enterprise Ireland has a range of world-class market research reports which detail relevant company, market and sector information. These reports can be accessed at one of our regional locations or from the Market Research Centre in our Dublin office.



## Developing Growth Potential

Enterprise Ireland offers a range of programmes and supports focused on strengthening our clients' capabilities. Enterprise Ireland's dedicated Advisers are there to help clients assess capabilities and prioritise their international development plans. This is supported by a range of dedicated training programmes which allow companies to develop their in-house capability.

For more information, speak to your Development Adviser or visit [globalambition.ie/discovery](https://globalambition.ie/discovery)



## Trade Missions & Events

Enterprise Ireland's extensive programme of year-round trade missions, trade fairs and knowledge events give our clients the opportunity to network with new and existing customers, access key decision-makers and further their business growth internationally.



## International Office Network

With a global network of international offices, Enterprise Ireland has the support on the ground to help you enter new markets successfully and grow your international business. Our network of offices can offer guidance to companies setting up in the market, access experts and connect with new clients and suppliers.

# The new Market Discovery Fund

The opportunities that arise from entering a new international market, as well as impending Brexit challenges, mean that diversification is more important than ever for Irish businesses.

**The new Market Discovery Fund is designed to help companies of all sizes meet the key challenges of market research:**



## Market Knowledge

Understanding local market nuances and drivers is key to preparing your business to enter new markets. Enterprise Ireland's supports enable you to assess new market opportunities and participate in trade fairs, empowering you with the right knowledge to establish a successful local market presence.



## Local Capability

Finding the right people for the right role is a challenge in any company – particularly where new language skills are required. The Market Discovery Fund enables your business to relocate staff with appropriate language skills to carry out important market research, giving your business the advantage.



## Accessing Expertise

Even the most established businesses can be unsure how to break into new markets. The Market Discovery Fund removes some of that uncertainty. By providing funding to hire consultants with in-depth knowledge of the target market, your business will have everything it needs to ensure success.

An online application process makes it easy for companies to access funding of up to €150,000, to help them take the first step into new markets.