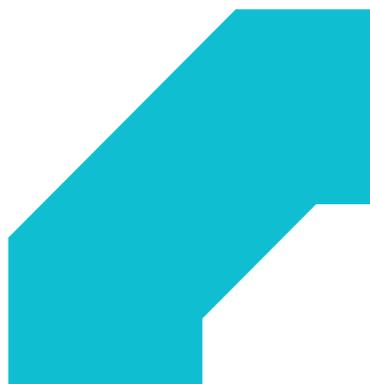


The Eurozone Opportunity



The Eurozone opportunity

As Brexit evolves, the 19-country Eurozone — comprising of the EU members that share our single currency — is increasingly important for Irish exporters, who stand to gain from treating the area as an extension of our domestic market.

The Eurozone represents a unique set of advantages:

1. Geographical proximity and ease of access to 340 million people in 19 European countries.
2. A strong and stable economy that's on track to grow a further 1.3% in 2019 as unemployment rates continue to fall.
3. Zero currency risk with no fluctuating exchange rates or conversion costs.
4. Regulatory alignment means that any goods and services produced in Ireland will comply with EU legislation.
5. Lower export costs due to simplified tariffs and customs procedures as well as reduced shipping costs.
6. The Brexit opportunity presented by European buyers looking to source inputs within the EU to avoid supply chain disruption and comply with EU rules of origin.

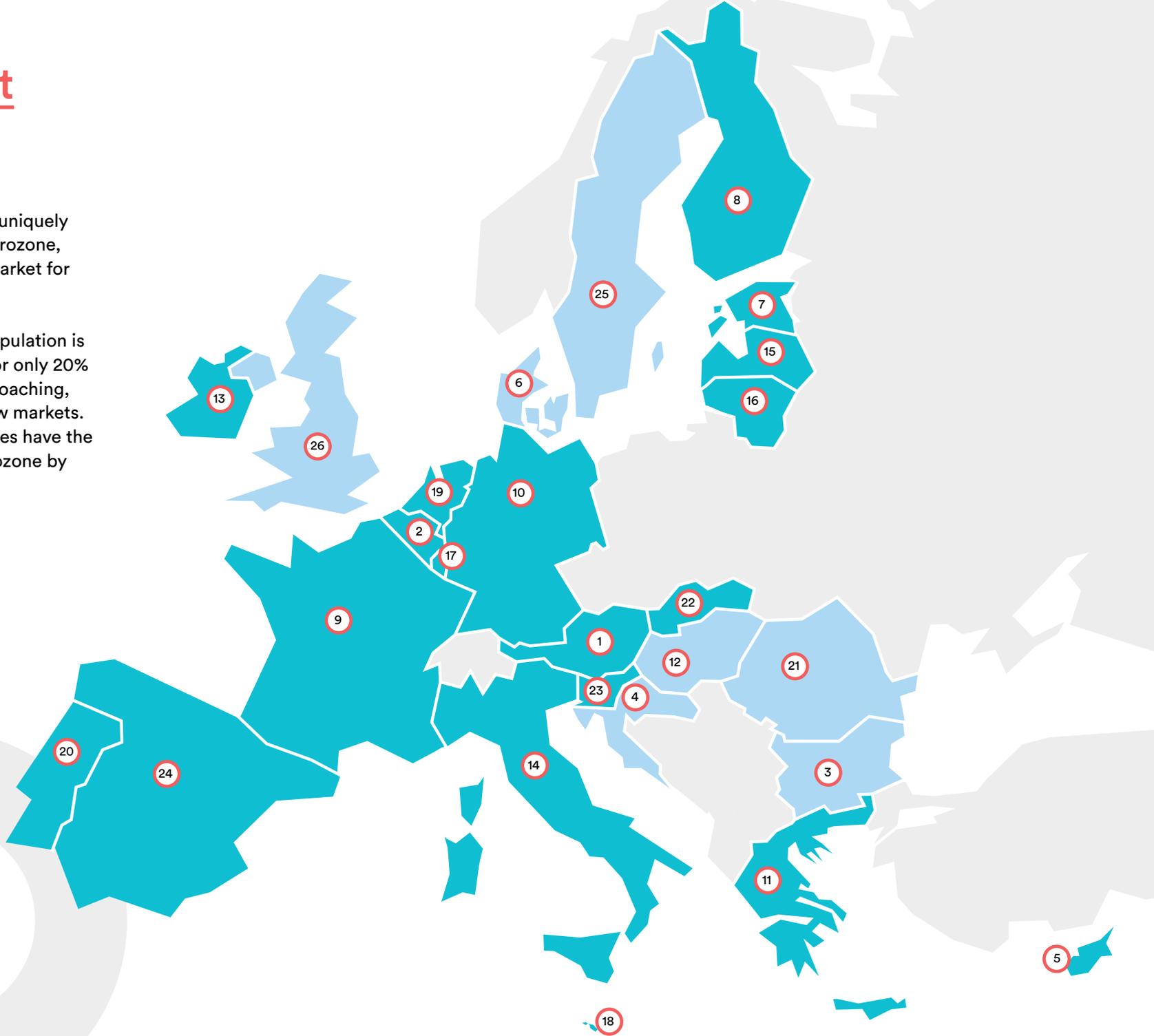
Untapped export potential

Enterprise Ireland client companies are uniquely positioned to increase exports to the Eurozone, which remains a significant untapped market for Irish exporters.

At 340 million strong, the Eurozone's population is five times that of the UK yet accounts for only 20% of all Irish exports. With Brexit fast approaching, Irish exporters need to diversify into new markets. Our research shows that client companies have the potential to increase exports to the Eurozone by 50% by 2020.

- | | |
|-------------|--------------------|
| 1. Austria | 15. Latvia |
| 2. Belgium | 16. Lithuania |
| 3. Bulgaria | 17. Luxembourg |
| 4. Croatia | 18. Malta |
| 5. Cyprus | 19. Netherlands |
| 6. Denmark | 20. Portugal |
| 7. Estonia | 21. Romania |
| 8. Finland | 22. Slovakia |
| 9. France | 23. Slovenia |
| 10. Germany | 24. Spain |
| 11. Greece | 25. Sweden |
| 12. Hungary | 26. United Kingdom |
| 13. Ireland | |
| 14. Italy | |

 Eurozone  European Union



Six key steps you need to follow and how Enterprise Ireland can support you

	What it involves	Available Supports
Step 1: Market selection	<ul style="list-style-type: none"> • Market validation: Identifying and prioritising opportunities to validate a market. • Market and competitor intelligence: Defining why target customers would buy from you and not your competitors. 	<ul style="list-style-type: none"> • Eurozone Consultancy Support • Market Research Centre
Step 2: Market research and validation	<ul style="list-style-type: none"> • Defining target customers and what exactly they want and need. 	<ul style="list-style-type: none"> • Market Research Centre • GradStart • Market Discovery Fund • Market Intelligence Programme • Enter The Eurozone Programme
Step 3: Refine value proposition and communications strategy	<ul style="list-style-type: none"> • Defining channel strategy: How you need to sell and deliver to your target customers. • Defining the sales process: How you will generate interest and secure new customers while making a profit. 	<ul style="list-style-type: none"> • Market Discovery Fund • Enter The Eurozone Programme
Step 4: Identify route to market and localization requirement	<ul style="list-style-type: none"> • Establishing the resources you will need. Defining who is responsible, what budget is required and the timeline for market entry. 	<ul style="list-style-type: none"> • Market Discovery Fund • Enter The Eurozone Programme
Step 5: Put resources (financial and people) in place	<ul style="list-style-type: none"> • Learning about the different business culture of the market. • Learning a new language or adding fluent speakers to your team. 	<ul style="list-style-type: none"> • GradStart • Key Manager Grant
Step 6: Finalise Market Entry Plan	<ul style="list-style-type: none"> • Dedicating time and energy to the project. • Staying motivated despite obstacles and roadblocks. • Committing to the market by maintaining and developing relationships and attending events. 	<ul style="list-style-type: none"> • Eurozone Market Advisers

Key Eurozone supports

Eurozone Consultancy Support

Advice and support on the necessary steps and preparation to successfully enter the Eurozone.

Market Research Centre

Provides access to world-class market research resources that detail relevant company, market and sector information.

Enter the Eurozone Management Development Programme

An intensive programme of workshops, one-to-ones, and market entry planning to help build an in-market itinerary for entering a specific Eurozone market.

Market Discovery Fund

Helping companies to diversify and enter new markets by providing funding to hire market consultants, determine barriers, assess competitive landscapes and seek out opportunities.

Enterprise Ireland Market Advisers

The Market Advisers in our six European offices have the local knowledge, connections, and experience to advise you on growing your Eurozone sales.

GradStart Subsidy for Language Graduates

Salary support for the recruitment of graduates with language fluency.

Eurozone success stories



Associated Rewinds

When Brexit threatened to derail Associated Rewinds, Europe's leading specialist for maintaining and reengineering train motors, market research support from Enterprise Ireland enabled the business to identify new markets faster than its own resources allowed. Today the company enjoys increased access to the Eurozone rail market and is taking orders from France, Germany, Austria, Belgium and Spain.



Grant Engineering

In the wake of the Brexit vote, heating specialist Grant Engineering immediately looked to diversify into a new export market, namely France. The company availed of Enterprise Ireland's Business Accelerator initiative, sourcing two French consultants with a combined 40 years of on-the-ground experience, while a Market Access Grant enabled them to adapt the product for the market.



Linesight

When the recession hit in 2008, construction consultancy Linesight visited the Netherlands on fact-finding missions with the support of Enterprise Ireland and it turned out to be a relatively easy market for the company to enter. Since then, Linesight has seen a 70% growth in its fee base in the market and has also built up business in Germany and Belgium.

Eurozone office contacts

France

Enterprise Ireland Paris Office
Contact: Sinead Lonergan
Email: sinead.lonergan@enterprise-ireland.com

Germany

Enterprise Ireland Düsseldorf office
Contact: Eddie Goodwin
Email: eddie.goodwin@enterprise-ireland.com

Spain

Enterprise Ireland Madrid Office
Contact: Alberto Cisterna Viladrich
Email: alberto.cisterna@enterprise-ireland.com

Belgium & Luxembourg & Netherlands

Enterprise Ireland Brussels Office
Contact: Patrick Torrekens
Email: patrick.torrekens@enterprise-ireland.com

Italy

Enterprise Ireland Milan Office
Contact: Paul Maguire
Email: paul.maguire@enterprise-ireland.com

Your next steps

At Enterprise Ireland, we work with Ireland's most ambitious entrepreneurs and businesses to help them enter new export markets. Whether it's funding, market insight or access to local knowledge, we have the supports to help you expand your reach within the Eurozone.

Find out more at:

www.globalambition.ie/eurozone