

# International Markets Week 2009



Shannon 21  
Dublin 22-25  
September



# Driving growth and internationalisation

Enterprise Ireland's key priorities include assisting client companies to win export sales and internationalise their business in the current challenging economic environment.

Through our International Sales and Partnering business unit, we provide specialised support to clients to help them win export sales, engage in international partnerships and joint ventures and establish an in-market presence. We do this through our global office network which has access to over 60 countries around the world.

One of our many initiatives to help client companies develop their export strategies is 'International Markets Week'.

## **What is International Markets Week?**

During International Markets Week, our overseas marketing staff are in Ireland to meet with client companies who are interested in or already engaged in export sales. This event gives you the opportunity to discuss and explore your international growth strategy with our marketing staff. One of the key benefits to you in attending this event is that you can meet our marketing staff face-to-face in either Shannon or Dublin.

## **How does it work?**

You can register your interest by requesting meetings for your priority markets. A maximum of 3 meetings is permitted for each client and each meeting lasts 40 minutes. Ideally, you should be already trading in the markets or wish to enter the markets you choose in order to benefit from the time available with our market representatives.

This event will be of particular interest and benefit to Managing Directors and marketing executives who have responsibility for driving international growth in their company.

## **Services offered by our International office network**

Enterprise Ireland has access to more than 60 countries around the world and can support you in increasing your sales in the global market. Some of our services include:

- Validating opportunities through market research
- Advice on market entry strategies
- Identification of new opportunities, customers and strategic partners
- Market and competitor intelligence
- Support for building key customer relationships
- Advice on acquisition and partnering strategies



# How to maximise your time during International Markets Week

While attending the meetings with our marketing staff is beneficial to your company, advance preparation will help you maximise your time. Please consider the following questions before you attend.

STEP 1	<p><b>Who are you meeting and why?</b> Which market(s) is of most interest to you and why. Do you already have a presence in this market or do you see an opportunity to commence trading with this market.</p>
STEP 2	<p><b>Prepare an agenda</b> Make a list of the questions you want answered and be clear about the contribution you need from Enterprise Ireland to help you achieve your goals. To assist you with this objective, we will forward you a draft agenda that will help you organise your questions and help our marketing staff address your queries.</p>
STEP 3	<p><b>Book meetings now</b> Register early so that we can accommodate your preferred meeting times</p>
STEP 4	<p><b>Don't forget your literature</b> On the day of your meetings, please bring copies of your company brochure and promotional material with you to give to our marketing staff, in addition to your agenda.</p>

### NEXT STEPS

To participate in International Markets Week 2009, please complete the on-line booking form available at: [www.enterprise-ireland.com/internationalmarketsweek](http://www.enterprise-ireland.com/internationalmarketsweek) and register your meeting requirements.

If you require assistance or have any queries, please contact us at:

**International Markets Week Desk**

Tel: 01-2300943 | Email: [internationalmarketsweek@enterprise-ireland.com](mailto:internationalmarketsweek@enterprise-ireland.com)



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## Contacting Enterprise Ireland

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### **Regional Offices**

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### **International Office network**

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