

# ACCELERATE EXPORT SALES GROWTH

**with Enterprise Ireland  
Funding Supports for  
Internationalisation**





Enterprise Ireland works in partnership with Irish enterprises to help them start, grow, innovate and win export sales in global markets. Success in export markets is crucial to the long-term growth of Irish businesses and the Irish economy.

Support for companies focused on growth through international sales is a priority for Enterprise Ireland and we are committed to facilitating the development of a strong exporting sector. We offer flexible solutions to client needs and provide customised financial support to access market opportunities.

A summary of supports available is outlined below. Each company is subject to a cumulating maximum grant approval, receipt of other grants from Enterprise Ireland may impact eligibility and maximum grant funding available.

**Internationalisation Funding Offer 2012**

	<b>Start-ups</b>	<b>SMEs</b>	<b>Large Companies</b>
<b>Publically Advertised Investment Packages</b>		<ul style="list-style-type: none"> <li>• Graduate 4 International Growth</li> <li>• Going Global</li> </ul>	<ul style="list-style-type: none"> <li>• Graduate 4 International Growth</li> <li>• Going Global</li> </ul>
<b>Grant Supports Discussed with your Development Adviser Applied for Online</b>	<ul style="list-style-type: none"> <li>• HPSU Feasibility Grant Including:               <ul style="list-style-type: none"> <li>- Business Accelerator</li> <li>- Trade Fairs</li> </ul> </li> <li>• Mentor</li> </ul>	<ul style="list-style-type: none"> <li>• Internationalisation Grant Including:               <ul style="list-style-type: none"> <li>- Business Accelerator</li> <li>- Trade Fairs</li> </ul> </li> <li>• SME Strategic Consultancy</li> <li>• Mentor</li> </ul>	<ul style="list-style-type: none"> <li>• Internationalisation Grant</li> </ul>
<b>Customised Investment Packages Developed with your Development Adviser</b>		<ul style="list-style-type: none"> <li>• New Geographical Market Research</li> </ul>	<ul style="list-style-type: none"> <li>• New Geographical Market Research</li> </ul>

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# INTERNATIONALISATION GRANT

Available to SMEs & Large Companies

The Enterprise Ireland Internationalisation Grant is designed to assist established client companies to research and explore business opportunities in international markets. This grant is primarily designed to support the costs of undertaking new market research and cannot directly support sales activity.

## ELIGIBLE MARKET RESEARCH PROJECTS MUST BE FOCUSED ON

1. Researching a new market for a new or existing product or service offering  
or
2. Researching an existing market for a new product or service offering.

## INELIGIBLE PROJECTS

Market research that relates to increasing sales of products or services that you are already selling into that market are not eligible for support.

## MAXIMUM FUNDING

- The maximum grant funding available is 50% of eligible expenditures up to a maximum grant of €35,000 i.e. 50% of €70,000 total expenditure.

## ELIGIBLE COSTS INCLUDE

Salaries & Overheads	Foreign Travel & Subsistence	Consultancy Fees	Trade Fair Costs* See page 3	Business Accelerator* See page 3
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## HOW TO APPLY

All applications for funding should be discussed with your Enterprise Ireland Adviser prior to submission. Applications are processed via our Online Application System.

Further details on the Internationalisation Grant can be found at:  
[www.enterprise-ireland.com/internationalisationgrant](http://www.enterprise-ireland.com/internationalisationgrant)

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## INTERNATIONALISATION GRANT BUSINESS ACCELERATORS

Available to SMEs & HPSUs

Business Accelerators are industry experts within a specific sector and market, with the experience, knowledge and contacts to support the company's expansion and development into an export market. In-market Business Accelerators come from the front lines of business, with the relevant sales and marketing experience to advise and guide Irish companies.

Maximum Funding	Eligible Costs	Restrictions
50% of a max daily rate of €1,500, max of 20 days, up to a maximum grant of €15,000 i.e. €30,000 total expenditure over a 1 year period <i>(inc. expenses)</i>	Consultancy Costs for an external In-Market expert <i>(inc. associated travel, subsistence and out of pocket expenses)</i>	<ul style="list-style-type: none"><li>• One application per consultant</li><li>• One consultant per target market/ customer/ segment per country</li></ul>

Please contact the relevant Enterprise Ireland Overseas and Irish Advisers for further details and assistance in sourcing a Business Accelerator.

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## TRADE FAIR GRANT

Available to SMEs & HPSUs

The cost of a company's first-time participation in any recognised Trade Fair outside Ireland may be eligible for grant assistance of up to 50% of total expenditure on eligible costs.

Subsequent participation in the same trade fair maybe eligible for support if the event is held in a new market/country.

### ELIGIBLE COSTS INCLUDE

Rental exhibition stand/space - <i>first-time participation</i>	Entry fee - <i>max 5 company employees</i>	Stand set-up and installation cost - <i>Equipment/ ICT etc ineligible</i>	Trade Fair Overhead cost up to a max of €500 - <i>trade show related promotional material, brochure etc</i>
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# NEW GEOGRAPHIC MARKET RESEARCH GRANT

Available to SMEs & Large Companies

The New Geographic Market Research grant is to support companies undertaking a 6 month intensive market research assignment in a new geographic market. It is designed to assist Enterprise Ireland clients achieve a greater level of market diversification; however the new market must differ from existing markets.

There are two options available under New Geographic Market Research:

**Option 1.** Relocate an existing employee or recruit a new full time in-market employee:  
*Support* 70% (UK 50%) of total expenditure to the maximum grant amount

**Option 2.** Appoint a local market expert/consultant:  
*Support* 50% of total expenditure to the maximum grant amount

Grant Rates	UK	Rest of the World
Maximum Grant	€60,000	€80,000

## ELIGIBLE COSTS INCLUDE

Wages & Salary*	Overheads*	Professional Fees*	Rental of Temporary Office Space*	Product positioning
Evaluating and assessing opportunities	Developing plans	Field research	Test marketing	Research channels to market

Note: Projects are only eligible where the individual is committed full time to the market

\* Applicable for Option 1 only

## HOW TO APPLY

Interest in applying for the New Geographic Market Research grant should be discussed and applications submitted through your Enterprise Ireland Adviser.

Further details on the New Geographic Market Research can be found at:

[www.enterprise-ireland.com/newmarketresearchprogramme](http://www.enterprise-ireland.com/newmarketresearchprogramme)

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# SME STRATEGIC CONSULTANCY GRANT

Available to SMEs

The SME Strategic Consultancy grant supports the cost of hiring Strategic Consultants to assist in the development and/or implementation of strategic initiatives in the company. It is designed to facilitate business growth as the consultants can act as coach, mentor, facilitator, analyst, and/or negotiator for the company.

## MAXIMUM FUNDING

- Up to 50% of the costs incurred in hiring a consultant to a maximum grant amount of €35,000 i.e. 50% for €70,000 total expenditure.

## ELIGIBLE COSTS INCLUDE

Strategic Consultant Grant Maximum 30 days per Consultant/Firm	
Days 1 to 20	Days 21 to 30
<b>Up to €900 per day</b> <i>inc of travel, subsistence &amp; all out-of-pocket expenses</i>	<b>Up to €700 per day</b> <i>inc of travel, subsistence &amp; all out-of-pocket expenses</i>

## ELIGIBILITY

Eligible projects must be new assignments of strategic significance to the company such as a specific strategic review of one or more business functions and/or implementation of a new strategic initiative at a corporate or functional level.

## HOW TO APPLY

All applications for funding should be discussed with your Enterprise Ireland Adviser prior to submission. Applications are processed via our Online Application System.

Further details on the SME Strategic Consultancy Grant can be found at:

[www.enterprise-ireland.com/strategicconsultancygrant](http://www.enterprise-ireland.com/strategicconsultancygrant)

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## GRADUATE 4 INTERNATIONAL GROWTH

Available to SMEs & Large Companies

The Graduates 4 International Growth (G4IG) assists companies in acquiring a graduate to carry out market research in overseas markets. Companies are supported to create one or more entry level graduate market researcher position(s).

The G4IG programme runs for 18 months, prior to the overseas element graduates spend 6 months in Ireland working with the company, during which time they attend 18 days of skills modules. The graduate market researchers will then work 12 months overseas to complete a project related to the companies' growth plans in the overseas market. On successful completion of the G4IG programme the graduate will obtain a Diploma in International Business Growth.

### ELIGIBLE COSTS INCLUDE

Salary Costs	
SMEs	Large Companies
<b>2 graduates</b> <b>70% per graduate of eligible company salary costs over 18 months</b> <i>capped at a maximum depending on overseas location</i>	<b>1 graduate</b> <b>50% per graduate of eligible company salary costs over 18 months</b> <i>capped at a maximum depending on overseas location</i>
<b>Programme costs - 100% Funded by Enterprise Ireland</b> <i>There is no limit on number of graduates per company</i>	

### HOW TO APPLY

G4IG is a publicly advertised programme in which a call for applications is advertised twice yearly in March & June with actual start dates of the programme in September & December. Companies wishing to apply for funding under G4IG should contact their Enterprise Ireland Adviser prior to submitting an application for funding.

For full details & more information on G4IG see [www.enterprise-ireland.com/G4IG](http://www.enterprise-ireland.com/G4IG)



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## GOING GLOBAL GRANT

Available to SMEs & Large Companies

The Going Global Fund assists companies to examine the potential to deliver products & services to international markets. This is a competitive fund which is focused on locally trading companies that have successfully established businesses in Ireland, and wish to explore opportunities to internationalise their business as a route to growth.

### ELIGIBLE COSTS

- Maximum grant support of 50% up to a maximum of €25,000 against eligible expenditure.
- Categories for support include: salaries, consultancy, travel and subsistence.

### HOW TO APPLY

The Going Global Fund is a publicly advertised programme. For more information on the Going Global Fund, contact the Get Export Ready Team on 01-7272100/01-7272829 or email [going.global@enterprise-ireland.com](mailto:going.global@enterprise-ireland.com)

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## MENTOR GRANT

Available to SMEs & HPSUs

Enterprise Irelands Mentor Network provides tailored advice, guidance and support, to help companies accelerate growth and build management capability. A mentoring assignment consists of up to 10 visits from a Mentor over a 12 month period, the maximum eligible costs are €175 per day (total €1,750).

Enterprise Irelands Mentor Network is available to all companies including those not eligible for Bord Bia or BIM supports; Údarás na Gaeltachta and County Enterprise Board clients.

For more information about the Mentor Network, contact the Mentor Team:

Tel: +353 1 727 2928 or 727 2897 or email: [mentor@enterprise-ireland.com](mailto:mentor@enterprise-ireland.com)

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## HPSU FEASIBILITY GRANT

High Potential Start-Up (HPSU) Feasibility Grant assists new start-up companies or individual entrepreneurs to investigate the viability of a new export orientated business or proposition. The objective of the study is to provide the necessary information to enable the promoter to reach firm conclusions regarding the project's viability.

Typical elements involved in carrying out a feasibility study include; market research, business plan development, technical research, prototyping etc

### MAXIMUM FUNDING

- Up to 50% of the costs incurred to a maximum grant amount of €15,000 of eligible expenditure.  
For example, if your feasibility study costs €30,000, Enterprise Ireland can grant aid a maximum of €15,000.  
If your feasibility study expenditure is €10,000, the Enterprise Ireland grant would be a maximum of €5,000.

### TWO YEAR ROLLING APPROVAL:

- Pre-Investment: Max grant support is €50,000
- Post-Investment: Max grant support is €60,000

### ELIGIBLE COSTS INCLUDE

Salaries & Overheads	Foreign Travel & Subsistence	Consultancy Fees	Prototype/ Material Costs	Trade Fair Costs*	Business Accelerator*
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\*Summary outlined under Internationalisation Grant, See page 3.

### HOW TO APPLY

All applications for funding should be discussed with your Enterprise Ireland Adviser prior to making an application.

If you are not a client of Enterprise Ireland and want to learn more about qualifying and applying for Enterprise Ireland High Potential Start-Up supports, contact your nearest Enterprise Ireland office where you will find a dedicated start-up adviser with whom you can discuss your idea, establish if your business is eligible for HPSU support, and get advice on moving your business idea forward.

Further details on the HPSU Feasibility Grant can be found at:

<http://www.enterprise-ireland.com/en/Funding-Supports/Company/HPSU-Funding/HPSU-Feasibility-Study-Grant-.html>

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# Definitions

## DEFINITION OF A NEW MARKET

If undertaking market research, details need to be provided as to how the new market differs from the company's existing markets. In order to comply with the definition of a new market, the investigation must be focused on researching new distribution channels or on the need to ascertain consumer tastes in the new market. A new market can also be defined as a market with different languages to that of existing markets.

A region within the EU is not generally considered to be a new market. If a company is entering a new region, a justification needs to be provided as to why the distribution channels are considered to be significantly different to other regions.

If a company is exporting automotive parts to BMW in Germany and the intent is to investigate exporting to BMW in Austria, this would not be deemed as a new market as the end customer, the distribution channel and language would be the same.

Similarly a company that has an existing customer relationship with Wal-Mart in the East coast of the USA and intend to service them on the West coast, the market research would not be eligible for support as it would not be deemed to be a new market. However, if a company services their customers through regional distributors and need to identify new distributors on the West coast then this would be eligible.

A company with an existing market in London could be supported to investigate the appointment of new intermediaries such as wholesalers, distributors, agents and retailers in the Scottish market, if it could be demonstrated that the structure is distinctly different to that which operates in the English market.

## LARGE COMPANY

A large company is defined as a company that either (a) has 250 or more employees or (b) has less than 250 employees but the annual turnover is greater than €50m and the annual balance sheet is greater than €43m.

## SMALL MEDIUM ENTERPRISE

### *A Small Enterprise is defined as*

- an enterprise that has fewer 50 employees and
- has either an annual turnover not exceeding €10m or an annual Balance Sheet total not exceeding €10m.

### *A Medium Sized Enterprise is defined as*

- an enterprise that has between 50 employees and 249 employees and
- has either an annual turnover not exceeding €50m or an annual Balance Sheet total not exceeding €43m

If a company has 25% or more shares in another company then their figures may be taken into account also.

A fully and complete definition of an SME is detailed at: <http://www.enterprise-ireland.com/en/About-Us/Our-Clients/SME-Definition.html>

## HIGH POTENTIAL START-UP (HPSU)

HPSUs are start-up businesses with the potential to develop an innovative product or service for sale on international markets and the potential to create 10 jobs and €1m in sales within 3 years of starting up.

Further details on all Enterprise Irelands funding supports can be found on <http://www.enterprise-ireland.com/en/funding-supports/>.

Applications are considered on a case-by-case basis and the level of funding will be determined following assessment of;

- (a) the merits of providing grant support to the activity set out in the application.
- (b) the need for financial support
- (c) previous funding provided to the company.
- (d) potential for employment and sales growth.

For more details or to discuss an individual application please consult with your Development Adviser or your Overseas Market Adviser within the relevant region.