



Get Exporting

→ Your Export Development Pathway

Get Exporting is your partner in export development. Our experienced team has the knowledge, expertise and contacts to help you succeed. Discover how to confidently and successfully enter new markets with our **Export Development Pathway**.



Get Exporting is designed to support companies at every stage of your journey to achieving new export sales.

Through our Export Development Pathway, we aim to simplify the export journey and help you build the knowledge, confidence, and strategies needed to succeed in global markets.

The foundation for sustainable global success



Key benefits of Get Exporting

Get Exporting will:

- Fast-track business growth and profitability by supporting you in securing new export sales
- Formulate an actionable Export Plan
- Deliver early in-market exposure to buyers, channels and distributors
- Develop a tailored support package for your business – from research and prospection through to support with negotiations and deal closure
- Provide a dedicated one-to-one mentor to support you at every step of your export development journey
- Provide a framework for a repeatable process to succeed in other global markets

Who should apply?

Get Exporting is for Irish manufacturing and internationally traded services companies looking to succeed in global markets. Companies must have less than €10k in exports per annum in any international market to apply.

Commitment required from CEO and/or a member of the Senior Leadership Team.

An agile approach, designed to work for you

Get Exporting will set you up for global market success. Our experienced team will guide you throughout your journey to achieving sustainable export sales.



Your pathway approach

Business Mentors

Companies are guided by highly experienced business mentors from OCO Global, who will provide you with a strategic framework to develop your Export Plan and tailored one-to-one mentoring.

Market Advisors

Get Exporting provides access to dedicated advice from overseas market advisors and Enterprise Ireland's Market Research Centre to support in-market validation.

Peer-to-Peer Learning

Our Export Development Pathway is designed to provide peer-to-peer learning and networking opportunities, supported by our Digital Export Academy.

Your export development pathway

Want to succeed in global markets?

Our Export Development Pathway is tailored to your development needs

Companies will progress through the different pathway stages when deemed ready, with additional supports aligned to your development needs to accelerate your export journey.

Stage 1

Export Readiness Clinics

An introduction to our Export Development Pathway with market entry insights, and a tailored export assessment of your business growth needs.

Includes

- Meet the team
- Define approach & success
- A 1:1 export readiness assessment
- Introduction to Market Entry Fundamentals

Output

A tailored 'Readiness to Export' report

Location

Multiple Regional Locations

Timeframe

September 2024 - October 2024

Registration is now open for Export Readiness Clinics

[Book your place now](#)

Stage 2

Export Workshops

Build your market entry capability through a series of practical, collaborative workshops that address key areas of the export journey.

Includes

- 4 Half-Day Active Workshops
- Accredited modules including:
 - Market Research Pricing
 - Route to Market
 - International Selling
- Company case studies

Output

Completed action-led Export Plan

Location

Multiple Regional Locations

Timeframe

October 2024 - January 2025

Stage 3

In-Market Meetings

Execution of your Export Plan supported by our overseas Market and Business Advisors to achieve sustainable global export success.

Includes

- Tailored in-market itinerary
- Access to in-market experts (sectors and regions)
- Meeting preparation and pitching

Output

Prospective buyer meetings

Location

Your chosen New Export Opportunity Market

Timeframe

February 2025 - April 2025

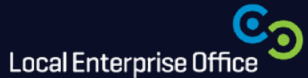
Your pathway partners



Enterprise Ireland

Enterprise Ireland is the Irish government's enterprise development agency.

We invest in and support the development of Irish-owned companies on their journey to achieving greater scale and becoming global leaders in their field.



Local Enterprise Office

The Local Enterprise Office is a gateway to a wide range of government and non-government supports that are available to help businesses develop. They offer mentoring and training programmes to help develop crucial business skills.



OCO Global

OCO Global is a technology-enabled advisory firm focused on trade, investment and economic development.

They help clients succeed internationally by delivering innovative solutions and connecting them to global opportunities that drive prosperity, employment, and economic growth.

Meet the team



Dr Colm O'Reilly

Programme Quality Assurance
Director & Lead Business Advisor
OCO Global



Killian Cawley

Strategic Programme
Management Director
OCO Global

For more information about Get Exporting, please contact the Get Exporting team getexporting@enterprise-ireland.com



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