



E2 - Exporting Excellence

Graduates helping businesses to develop export markets

March 2008

Introduction

Our Exporting Excellence programme, or E2, offers businesses a low-cost, low-risk opportunity to get into exporting or develop new markets.

The graduate placement programme is delivered by management and technology training specialist Parity, and export consultancy Envision.

The programme provides for up to 100 places annually, with four start dates throughout the year.

E2 trains and supports the graduates over a nine-month period while providing businesses with up to 30 days of consultancy support to develop an export marketing strategy and management capability.

Participating graduates can spend at least six months working in their target market or markets

How will it help me?

E2 enables businesses to develop their export capabilities and gain valuable market intelligence such as information on competitors, distribution, pricing and legal requirements.

The programme also provides opportunities for business development and the chance to assess participating graduates for future employment.

How does it work?

Suitable graduates are matched to local businesses and carry out an agreed project over a period of nine months.

Typically the first three months are used to train the graduate and the remaining six months are devoted to carrying out the project in the target market.

Participating businesses also receive support in preparing for exporting and in sustaining their markets.

How much does it cost?

The fee to join the programme is £6,000 + VAT for each graduate a business takes on.

Businesses are also asked to provide a project budget. The budget will depend on the nature of the project and the target market chosen, but typically ranges will from £4,000 to £10,000. This will cover the graduate's business costs such as equipment, travel and accommodation, and office accommodation.

Invest NI will pay the graduate a training allowance of £220 per week for the duration of the programme.

Who is eligible?

E2 is open to export focused businesses, from any sector, involved in manufacturing or tradeable services, in particular businesses that are:

- first-time exporters;
- relatively new exporters; and
- established exporters that are either focusing on a new product or export market, or that wish to develop their export competencies.

There will be a selection process for businesses wishing to participate on E2.



Becoming an Invest NI client

To qualify as an Invest NI client company your business must meet certain criteria.

You should typically be from the manufacturing or international tradeable sectors and be able to demonstrate that currently, or over the next three years, your business will have:

- total sales of over £100,000 a year;
- sales outside Northern Ireland of greater than 25 per cent of turnover **or** greater than £250,000 a year; and
- the capability and willingness to work with Invest NI.

If you are not an Invest NI client, but can satisfy the above criteria and would like to become one, please contact the Invest NI office in your area.

Full details can be found at www.investni.com.

Contact

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If you are an Invest NI client you may also contact your Client Executive if you feel your business will benefit from this programme.

nibusinessinfo.co.uk

Invest NI has launched a new online information and support facility, **nibusinessinfo.co.uk**

This web site provides all Northern Ireland businesses and entrepreneurs with free access to an extensive source of essential business information.

nibusinessinfo.co.uk provides 24x7 advice, information, guidance and signposting, with over 5,000 fact sheets and over 70 interactive tools on offer. Every aspect of setting up and running a business is covered, from the earliest days of developing a business idea to the legal issues involved in selling a business concern.

nibusinessinfo.co.uk also features case studies showing how local businesses have handled particular business challenges.

nibusinessinfo.co.uk provides you with a single point of access for all your business information needs, freeing up time for to concentrate on running operations.