



Marketing

Driving Profitable Growth through Exports

www.enterprise-ireland.com

Enterprise Ireland Mission

Ireland needs a strong, vibrant, locally controlled business sector with the commitment and capability to operate in an increasingly challenging global environment.

Enterprise Ireland recognises the vital national importance of the Government policy of supporting the growth and strengthening of local industry.

Enterprise Ireland's clients are primarily Irish manufacturing and internationally traded services companies employing ten or more people and overseas natural resources companies operating in Ireland.

Our core mission is to work in partnership with these clients to develop a sustainable competitive advantage leading to a significant increase in profitable sales, exports and employment.

The Board of Enterprise Ireland has set challenging targets. We have put in place clear measures of performance. These will track the final impact of our actions on the growth of sales, exports and the resulting jobs. They will also measure our impact on six factors that are critical to building competitiveness and growth:

- the establishment of new businesses with high potential for growth
- the number of companies exporting for the first time
- the number of companies with significant marketing presence overseas
- the growth of investment in research and development
- the growth of investment in development of human resources
- accelerated adoption of best eBusiness practice

Our vision is that locally controlled businesses trading internationally will double their sales from £20 billion to £40 billion over the next ten years.

Enterprise Ireland has put in place, in consultation with all of our stakeholders, a strategy and organisation structure tightly focused on delivering this vision.

Firms located in the Mid West or in any of the Gaeltacht areas should contact Shannon Development or Údarás na Gaeltachta respectively.

Firms employing less than 10 people other than those regarded as high-potential start-ups targeting international markets and anticipating rapid growth should contact their local County Enterprise Board.

Driving Profitable Growth through Exports

Success in export markets is crucial to the long-term growth of Irish business and the Irish economy. Support for companies focused on rapid growth is a corporate priority for Enterprise Ireland. In our drive to energise exports and regional development we are committed to facilitating the development of a strong exporting sector in Ireland by offering flexible solutions to client needs. If you have ambitions to be part of Ireland's growing export success, we are interested in helping you and in sharing the risk with you. Enterprise Ireland works in partnership with both well established and start-up companies to:

- **Create market awareness for individual companies, and for Ireland, as a source of supply.**
- **Develop knowledge and understanding of markets.**
- **Develop and build profitable sales and effective marketing capabilities.**

This marketing and trade promotion activity involves Enterprise Ireland developing and maintaining market contacts and carrying out market research and information gathering for clients through its network of offices in Ireland and overseas. The purpose of this brochure is to indicate the range of supports available to companies.

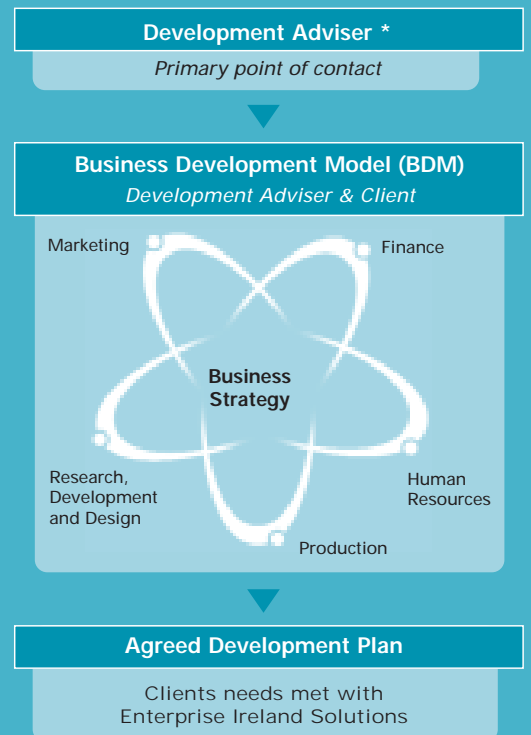
Where Do Companies Start?

The first thing to do is contact your Development Adviser (DA)* in Enterprise Ireland. The DA acts as the primary point of contact between Enterprise Ireland and you - the gateway to the full range of our services and expertise. The DA will also facilitate direct access to our overseas marketing teams and Irish based specialist teams.

The key analytical tool that we use is our Business Development Model (BDM). Your Development Adviser will work with you to understand your business and its development needs across six key functional areas.

This assessment will help identify appropriate solutions to meet your specific needs. These needs will be summarised in an Agreed Development Plan, a 'rolling agenda' between you and Enterprise Ireland. In the agreed plan, your needs are matched with appropriate financial or non-financial solutions, or a combination of both.

Financial support is available for a number of marketing initiatives. The focus of support is on sharing risk as you build your capability to achieve competitiveness and growth. The level of support will be determined by your Development Adviser in the context of the Agreed Development Plan for your company.



* If you do not know the name of your Development Adviser please refer to the section "How to contact us"

Support in Overseas Markets

Enterprise Ireland, through our network of international offices and other resources, supports client companies in building a profitable position in export markets.

Where a substantial amount of our resources is employed for the benefit of a single client we ask the client, on an agreed basis, to share the costs involved.

Market Entry

- **Market/Competitor Analysis**

Enterprise Ireland produces customised reports on the size of your target market, trends and forecasts, market intelligence and monitoring. We help to identify competitors, obtain samples of competing products and benchmark your product offering versus competitors.

- **Market Introductions/Market Visits**

Enterprise Ireland prepares databases of potential end-users/partners and then works through this database to quantify customer interest and set up face-to-face meetings.

- **Customer Intelligence**

Enterprise Ireland helps you identify new customers, access market intelligence on existing customers and support major customer account development. We also carry out on the ground customer satisfaction analyses that provide critical feedback data for companies.

- **Buyer/Customer Introductions**

Enterprise Ireland proactively works with buyers to match their sourcing requirements with Irish supply capabilities and organises inward buyer group visits to Ireland to highlight potential Irish sources of supply.

- **Distribution/Logistics**

Enterprise Ireland helps clients to reach customers in overseas markets. We provide client companies with logistics intelligence and help in sourcing agents/distributors in target markets.

- **Developing a Marketing Strategy**

Enterprise Ireland helps companies to develop a marketing strategy and assists, if appropriate, in engaging independent consultants to support firms to further enhance their marketing capabilities.

Trade Fairs/Trade Missions

- **Participation in Trade Fairs** offers clients the opportunity to form an overview of the market, to benchmark their products against competition and to research, at first hand, the latest developments in process and product development. Enterprise Ireland can help companies participate in trade fairs on either an individual or group basis.
- **Outward Trade Missions** are arranged regularly and allow groups of companies to gain access to market, customer, distribution and regulatory intelligence in target markets. In many cases Government Ministers accompany such missions, which helps to strengthen the market and customer perception of the participating companies.

Market Development

For many companies market entry activity leads to a decision to establish an initial presence in key target markets. This is a major step for many firms and Enterprise Ireland can help.

- **Establishing an In-Market Presence** requires companies to recruit professionals locally, access suitable premises or investigate trade opportunities. Our local offices can assist you with these issues.
- **Trade and Technology Centres** enable clients to develop a speedy in-market presence. They are available on short-term lease. These facilities are now in place in Amsterdam, Boston, Düsseldorf, Madrid, Milan, Munich, New York, Paris, Shanghai, Silicon Valley, Singapore, Stockholm, Sydney, Tokyo, Vienna and Warsaw. In addition to the assistance of Enterprise Ireland staff, local professional advice on legal, taxation and other issues is available.
- **Outsourcing** is used by firms for non-core elements of production and we can help you to find suitable outsourcing partners in Ireland or overseas.
- **An Acquisition Service** is available to help you find the right partner firm overseas. Working with your company's acquisition team our staff will provide practical advice and information on drawing up a candidate list, on market opportunities and on accessing professional legal and financial advice, local sources of information and key contacts.



In addition to company specific supports, Enterprise Ireland works closely with industry sectors to further enhance their collective capability:

- **Promotion of Key Sectors** is undertaken to enhance the competitive position of Enterprise Ireland clients. This is achieved by projecting a high-tech, services focused image of the Irish economy in overseas markets. Intensive PR support is provided to companies from high-growth sectors operating in selected markets in order to reinforce positive perceptions about Irish supply capability.
- **Market studies** are undertaken on behalf of groups of companies. Enterprise Ireland works with these companies to produce a comprehensive market study which will be shared with all participating companies. We also produce a range of marketing guides e.g. "Starting up in the US", "Marketing High-Tech Products" and "Doing Business in Japan - a Guide for Irish Technology Companies."



Support delivered through Irish based specialist teams

Enterprise Ireland has specialist teams in Ireland that provide a range of customised services to support companies develop competitive export marketing strategies:

- **Technology Transfer & Business Partnerships**
- **National & International Linkages**
- **Marketing Skills Development**
- **eBusiness**
- **First Time Exporters**
- **Design and Product Adaptation**
- **New Product Development**

Technology Transfer & Business Partnerships

Enterprise Ireland's Technology Transfer & Business Partners Service helps Irish SMEs to identify mutually profitable business alliances. Successful partnerships include:

- **Joint ventures**
- **The licensing of products and processes**
- **Collaborative R&D projects**
- **Contract manufacturing or linkage agreements**

Diversification and new product development projects can benefit from such agreements through factors such as risk reduction, shortening time to market and resource sharing. Partnering and acquisition of technology can also help companies overcome the problem of lack of scale, by allowing them to concentrate on their own core competences while gaining scale through combining forces with a complementary technology partner.

When we understand your requirements, we can identify and shortlist potential partners and facilitate introductions. Our services are available throughout the negotiation process if required and, with our overseas office network, we can help with differences in business environments, legal frameworks, language and culture.

Contact

Greg Treston, Tel: 353 1 808 2290, Email: greg.treston@enterprise-ireland.com

National & International Linkages

The focus of Enterprise Ireland's Business Linkage team is on working with buyers in major international companies located in Ireland and overseas to identify business opportunities for Irish industrial sub-suppliers. The Business Linkage team can assist those buyers to source materials and components from Irish companies that have attained the highest international standards.

We have wide experience of working with the electronics, computer, telecommunications, healthcare, construction and engineering industries, and can assist in business-to-business linkages in all of these sectors. Our extensive knowledge of Ireland's industrial sub-supply base ensures that a buyer's time is productively spent with potential suppliers.

Contact

Tom Hayes, Tel: 353 1 808 2965, Email: tom.hayes@enterprise-ireland.com

Marketing Skills Development

Labour and skill shortages are key issues to be addressed by most businesses in Ireland. Companies are facing stiff competition particularly in attracting and retaining marketing staff. Enterprise Ireland can provide support towards the cost of firms hiring a **Marketing Manager** to help achieve its business objectives.

To attract qualified graduates into SME client companies, Enterprise Ireland has launched a **Young Managers for Growth** Initiative. This is operated in association with internationally recognised education institutions and involves a two-year work and training programme leading to a postgraduate qualification.

Enterprise Ireland, in co-operation with Dublin City University, is developing **Business-Specific Language Courses** initially targeted at sales and marketing personnel who already have a basic knowledge of the language. The courses cover key areas such as negotiation and asking for and giving information, and deal with cultural issues that must be understood in order to forge successful business relationships.

Contact

John McGarr, Tel: 353 1 808 2503, Email: john.mcgarr@enterprise-ireland.com

eBusiness

A key strategic issue for all businesses, and exporters in particular, is the rapidly developing eBusiness environment. Enterprise Ireland works with its clients to upgrade their eBusiness capabilities and to develop and execute their eBusiness strategies. We offer information, advice and support in building up management expertise, marketing strategies and skills development.

Our campaign includes:

- **A series of briefing and training workshops throughout Ireland**
- **A series of practical guidebooks available on "Taking your Business On-Line"**

Our eBusiness website, www.openup.ie is a rich and evolving source of guidance, news, case studies, discussion groups, reference materials and other resources to help firms meet the challenge of the eMarket.

Contact

Graham O'Keefe, Tel: 353 1 206 6449, Email: graham.okeefe@enterprise-ireland.com

First Time Exporters

We encourage indigenous companies and first time exporters to move into overseas markets at an early stage. As Britain is often the initial market targeted by first time exporters, our Manchester Office and Irish Regional office network provide specialist support to committed companies targeting new overseas business.

This involves intensive one-to-one assistance from experienced Enterprise Ireland staff; a series of regional workshops on key aspects of exporting; and a range of specific services to facilitate the first time exporter.

The programme is designed to assist potential new exporters achieve a significant level of export orders. As part of Enterprise Ireland's "Driving Growth in Regional Enterprise" we have recognised the special needs of such companies, particularly those outside Dublin.

Contact

Martin Boyle, Tel: 353 91 735 930, Email: martin.boyle@enterprise-ireland.com

Design and Product Adaptation

Design is an excellent expression of innovation. It can provide product differentiation, gain and hold onto competitive market advantage and assist in the building of strong brands through creative packaging and innovative visual communications. The designer can also ensure that the company's web presence is the most effective possible.

Enterprise Ireland's Design Unit can assist your company to reach design excellence in the following areas:

- **Design and Brand Audit to assist the companies to use design to improve company performance**
- **The creation of brand development strategies**
- **Advice on the timing of patent applications and protecting Intellectual Property**
- **The market adaptation of existing products.**
- **The development of visual communication strategies in corporate literature, sales and marketing literature, brand development and web presence**

Contact

Steve Conlon, Tel: 353 1 206 6406, Email: steve.conlon@enterprise-ireland.com

New Product Development

Competing successfully in world markets requires a pipeline of innovative products and processes. Enterprise Ireland's Research Technology and Innovation (RTI) Unit can assist with an evaluation of a client's R&D function and the preparation of a development plan, drawing on a range of R&D supports, enabling companies to:

- **Develop innovative products, processes and services**
- **Build capability and scale in the R&D function**
- **Access best international practice in new product development**
- **Augment their R&D resources using third level colleges**

Contact

Patrick Branigan, Tel: 353 1 808 2643, Email: patrick.branigan@enterprise-ireland.com

Eoghan Hanrahan, Tel: 353 1 808 2289, Email: eoghan.hanrahan@enterprise-ireland.com

Client Information Services

Information is a critical ingredient in building and sustaining a profitable position in the marketplace. Enterprise Ireland's Information Services help Irish companies to acquire the business intelligence needed to build competitive advantage in the marketplace. It is resourced with professional staff and leading edge technology to provide a world-class information service to Irish exporters.

As Ireland's premier source of business, technical and market information, we have an extensive collection of publications including market data, market research reports, mail order and trade fair catalogues, country information, standards specifications and product directories.

Information Services helps Irish exporting companies with information and guidelines on:

- Export and Import Controls
- Certificates of Origin
- Import Duties and Taxes
- Marking and Labelling of Goods
- Packaging
- Export of Trade Samples
- Trade Agreements
- Customs Documentation
- Competitors
- Exporter's Handbook
- International trading conditions
- EU Technical Directives
- Public Procurement
- Patents & Trademarks
- R&D Results
- Standards & Certification
- Who is my Development Adviser?
- Signpost to other sources

Clients can specify their own criteria for searches. By compiling a profile of your interests, we can keep you up to date on developments taking place in your sector of industry.

Contact

Tel: 1850 57 2000.

Email: infocentre@enterprise-ireland.com

In Summary

Enterprise Ireland addresses the specific market entry and development needs of client companies. Through our network of Irish and overseas offices we can provide you with valuable tailored support in your target market.

This brochure is not an exhaustive list of all the services available to assist exporting companies. Rather it indicates the range of supports that are readily available from Enterprise Ireland.

We are committed to working with clients who have a strong desire to grow in export markets and are willing to invest the necessary resources of time, people and money to achieve this objective.

The first thing you should do is to contact your Development Adviser. Your Development Adviser will work with you to agree a programme of customised services and initiatives to support you in realising your business objectives in overseas markets.

Enterprise Ireland has much to offer existing and potential exporters and will go that 'extra mile' to help you. Our assistance is only a phone call or e.mail away. We look forward to hearing from you and helping you in the near future.



Frequently Asked Questions

Q I need market information on the secure payment software market in Europe. How can you help?

A *The best place to start is to call our Information Service, Ireland's premier source of published market information. Our team of information specialists will advise on the best search approach. They will also outline our new Web based service where clients can do their own searches for information on products, services, markets and contacts. Contact Client Information Services on 1850 572000.*

Q We need customer feedback on our new range of orthopaedic products to see if they suit the English market. How can you help?

A *Our London office can arrange and co-ordinate a focus group research programme and work with you to assess and respond to the feedback.*

Q We are a small Irish software company that has developed a "first in class" mobile Internet product. How can we get data on the potential size of the US market for our product?

A *The first step would be to contact your Development Adviser and define as best as possible the target market and any existing competitors. Our US staff will then prepare a focused intelligence report that will estimate the potential size of the market for your product and identify potential customers.*

Q We have developed some new features for our existing products but we are unsure how best to present them in the market place?

A *Contact Enterprise Ireland's Design Unit for advice on new product innovation. Our staff will help you identify the design expertise required to help you bring your innovations speedily to market.*

Q Our biggest competitor in Sweden has implemented a customised Internet-based ordering and fulfilment system that is winning business from us at an alarming rate. Have you any advice to stem the loss of customers?

A *Your Development Adviser can help you to develop an effective response by using our Stockholm office network to gather intelligence on what your competitor is offering, and by assisting in the development and implementation of a competitive Internet strategy for your business.*

Q I run a customised steel fabrication business. A new pharmaceutical manufacturer is planning to build a state-of-the-art facility thirty miles away. Could Enterprise Ireland advise me on how I could become an approved vendor for this multinational?

A *The Enterprise Ireland Business Linkage team are specialists in working with local suppliers to bring them up to the approved vendor standards required by multinational companies. Your Development Adviser will put you directly in touch with the appropriate sectoral expert on our Linkage team.*

Q How do I obtain financial support towards the cost of recruiting a marketing executive with fluent Italian?

A *Your Development Adviser will assist you with your application for support which will be assessed in the context of the overall Agreed Development Plan for your company.*

Q Is it possible for a small company like ours to participate in a Trade Mission to the United States led by a Government Minister?

A *Yes. Participation in Trade Missions is not determined by company size but rather by their potential to win new business in the target market.*

Q The best way for me to build my distribution in France is by buying a local company. Can Enterprise Ireland help?

A *Our executives in France will be glad to work with you to identify and shortlist potential acquisition targets. We can also organise a third-party contact, on a no names basis, to establish whether the French company is open to an approach.*

Q We have what looks like a reasonable enquiry from a buyer in Japan. We know nothing about them and we're worried about the credit risk. Can your people help?

A *Our Tokyo office can provide a confidential independent credit opinion and profile report on the buyer within 7 days.*

Q I need to establish how many companies in Scotland purchase large volumes of printed circuit boards. How can you help me?

A *Our Glasgow office will shortlist all likely users and contact them to establish volumes purchased. We will send you a detailed assessment, including full contact details and a named purchaser in each company.*

Q We feel that our competitors are ahead of us in introducing new products - can Enterprise Ireland help us to catch up?

A *Yes. Contact your DA for an expert evaluation of your current Research & Development process and for full details on how we can help you to enhance your R&D function.*

How to contact us

The first point of contact is your Development Advisor (DA). Your DA can be contacted by email at firstname.familyname@enterprise-ireland.com

If you do not know the name of your Development Adviser please contact the appropriate sector:

Sector

Software & Internationally Traded Services;
Natural Resources; Consumer Products
Print; Packaging; Paper; Construction Materials;
Pharmaceuticals; Healthcare; Engineering; Precision
Components; Electronics

Contact

Maria Walsh Tel: 01 6092127
Anita O'Brien Tel: 01 8082872
Maureen Kenneally Tel: 01 8082532

If you are a new exporter please contact the nearest Regional Office.

Regional Offices

Region	Contact	Telephone	Fax	Address
<i>Dublin/Mid East</i>				
Dublin	Liam Kearney	(01) 609 2150	(01) 609 2151	39 Shelbourne Road, Dublin 4.
<i>Midlands</i>				
Athlone	Nick Mernagh	(0902) 87100	(0902) 87101	Auburn, Dublin Road, Athlone, Co. Westmeath.
<i>North East</i>				
Dundalk	Jim Mulcahy	(042) 933 8371	(042) 933 9074	Finnabair Industrial Park, Dundalk, Co. Louth.
<i>North West</i>				
Sligo	Barry Egan	(071) 59700	(071) 59701	Finisklin Industrial Estate, Sligo.
Letterkenny	Maebh Conaghan	(074) 69800	(074) 69801	Portland House, Port Road, Letterkenny, Co. Donegal.
<i>South East</i>				
Waterford	Michael McGuire	(051) 333 500	(051) 333 501	Industrial Estate, Cork Road, Waterford.
<i>South West</i>				
Cork	Brian Quinlan	(021) 480 2020	(021) 480 0271	Rossa Avenue, Bishopstown, Cork.
Killarney	Michael Friel	(064) 71600	(064) 71601	57 High Street, Killarney, Co. Kerry.
<i>West</i>				
Galway	Seamus Bree	(091) 735 900	(091) 735 901/2	Mervue Business Park, Galway.

Dublin Offices

Old Finglas Road, Glasnevin, Dublin 9. Tel. (01) 857 0000/808 2000 Fax (01) 808 2020
Merrion Hall, Strand Road, Sandymount, Dublin 4. Tel. (01) 857 0000/206 6000 Fax (01) 206 6400
Wilton Park House, Wilton Place, Dublin 2. Tel. (01) 857 0000/808 2000 Fax (01) 808 2802

If you have a general enquiry please contact Information Services at 1850 57200 or by email at infocentre@enterprise-ireland.com

If you want specific information from an overseas market please contact the relevant overseas office overleaf.

Enterprise Ireland International Office Network

Office	Telephone	Fax	Address
*Amsterdam	+(31 20) 676 3141	+(31 20) 671 6895	World Trade Center, Strawinskylaan 861, 1077 XX Amsterdam, Holland
Beijing	+(86 10) 653 22280	+(86 10) 653 22168	c/o Embassy of Ireland, 3 Ritan Dong Lu, Qijiyuan, Beijing 100600, Peoples Republic of China
Belfast	+(44 028) 9034 7555	+(44 028) 9034 7550	3rd Floor, Chamber of Commerce House, 22 Great Victoria Street, Belfast BT2 7LX
Berlin	+(49 30) 220 72 104	+(49 30) 220 72 295	Botschaft von Irland, Friedrichstraße 200, 10117 Berlin
*Boston	+(1 781) 685 4813	+(1 781) 685 4709	Burlington Centre, 4th floor, 35 Corporate Drive, Burlington, MA 01803
Brussels	+(32 2) 673 9866	+(32 2) 672 1066	Park Leopold, Rue Wiertz 50 Wiertzstratt, Belgium
Budapest	+(36 1) 302 9604/302 9605	+(36 1) 302 9607	Bank Center, Gránit torony, 1944 Budapest, Hungary
Copenhagen	+(45 33) 12 6090	+(45 33) 93 6390	"Klostergården" Amager Torv 29B, 3.sal, Bankgården, DK-1160 Copenhagen K, Denmark
Düsseldorf	+(49 211) 470 590	+(49 211) 470 5932	Rolandstraße 44, 40476 Düsseldorf, Germany
Glasgow	+(44 141) 332 3015	+(44 141) 332 0254	10 Claremont Terrace, Glasgow G3 7XR, Scotland
Hong Kong	+(8522) 845 1118	+(8522) 845 9240	2105 Tower 2, Lippo Centre, 89 Queensway, Admiralty, Hong Kong
Kuala Lumpur	+(60 3) 2164 0616/2164 0618	+(60 3) 2164 0619	Ireland House, 5th Floor South Block, The Amp Walk, 218 Jalan Ampang, 50450 Kuala Lumpur, Malaysia
London	+(44 207) 491 3660/493 5341	+(44 207) 491 7170	Ireland House, 150-151 New Bond Street, London W1Y 0HD, England
Los Angeles	+(1 310) 453 8404	+(1 310) 453 8407	1620 26th Street, Suite 470 South, Santa Monica, CA 90404-4013, USA
*Madrid	+(34 91) 436 4086	+(34 91) 435 6603	Casa de Irlanda, Planta/Floor 3, Paseo de la Castellana, 46-3°, 28046, Madrid, Spain
Manchester	+(44 161) 236 3629	+(44 161) 236 0623	Churchgate House, 56 Oxford Street, Manchester M1 6EU, England
*Milan	+(39 2) 8800991	+(39 2) 869 0243	Via S. Maria Segreta 6, 20123 Milano, Italy
Moscow	+(7 095) 280 6500 +(7 502) 937 5943	+(7 095) 230 27 63	c/o Commercial Section, Embassy of Ireland, Grokholski Pereulok 5, Moscow, Russia
*Munich	+(49 89) 59 04 72 71	+(49 89) 59 04 72 00	Regus Business Centre, Arnulfstrasse 27, 80335 München
*New York	+(1 212) 371 3600	+(1 212) 371 6398	Ireland House, 345 Park Avenue, 17th Floor, New York N.Y. 10154-0037
*Paris	+(33 1) 53 43 1200	+(33 1) 47 42 8476	33 rue de Miromesnil, 75008 Paris, France
Prague	+(420 2) 57531617	+(420 2) 57532224	Trziste 13, 118 00 Prague 1, Czech Republic
Riyadh	+(966 1) 488 1383	+(966 1) 488 1094	c/o Embassy of Ireland, P.O. Box 94349, Riyadh 11693, Saudi Arabia
*Shanghai	+(86 21) 6279 7088	+(86 21) 6279 7066	Consulate General of Ireland, Shanghai, Suite 700A, Shanghai Centre, 1376 Nanjing Rd West, Shanghai 200040, P.R. China
*Silicon Valley	+(1 408) 370 6190	+(1 408) 370 6195	Suite 106, 51 East Campbell Avenue, Campbell, CA 95008, USA
*Singapore	+(65) 733 2180	+(65) 733 0291	541 Orchard Road, #08-01 Liat Towers, Singapore 238881, Singapore
*Stockholm	+(46 8) 663 90 40	+(46 8) 661 75 95	Sibyllegatan 49, 114 42 Stockholm, Sweden
*Sydney	+(61 2) 9231 6999	+(61 2) 9231 6769	Level 30, 400 George Street, Sydney NSW 2000
Tokyo	+(81 3) 3263 0611	+(81 3) 3263 0614	Ireland House, 2-10-7, Kojimachi, Chiyoda-ku, Tokyo, 102-0083, Japan
*Vienna	+(43 1) 514 74 693	+(43 1) 514 74 317	Kärntner Ring 5-7, 1010 Vienna, Austria
*Warsaw	+(48 22) 646 9797	+(48 22) 646 5015	ul. Humanska 10, 00-789 Warsaw, Poland

*Trade and Technology Centres in these locations

To keep up to date on our full range of support services and events, visit our website at:

www.enterprise-ireland.com



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are co-funded by EU Structural Funds.

