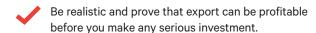


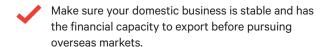
Operating beyond your domestic market can be a different experience; from culture to currency, competition to regulation. Here are some useful considerations that will help you to export more effectively and minimise the risks of trading overseas.

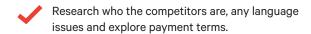


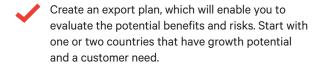
## WHAT TO CONSIDER

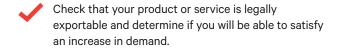
Whether you're new to exporting or you'd like to export more, you'll improve your chances of success by doing some preliminary work first to get your business export-ready.







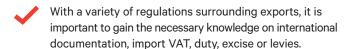


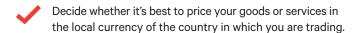


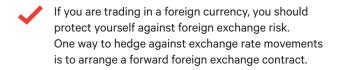


## **HOW TO MINIMISE RISKS**

All businesses must balance risk with potential reward whenever making decisions. Being aware of all the aspects of exporting is critical when looking to capitalise on new markets.







Build currency fluctuations into your margins when setting a price. Some currencies are more volatile than others and any movement could have significant consequences for profit margins.

A good resource for businesses who operate overseas or are considering exporting, is the free 'Steps to Exporting Guides' online information service from Enterprise Ireland. In addition, Trade and SME's resources by the Irish Exporters links Irish exporters and importers to support and business groups both in Ireland and around the world.

For more information on foreign exchange or our export funding solutions, speak to your relationship manager who can help you trade with confidence.



