

Would you like to explore:

building export  
sales outside  
Northern Ireland?

sourcing  
from outside  
Northern Ireland?

sub-contract  
manufacturing to new  
partners in markets  
outside Northern  
Ireland?

If so...read on!

## TRADE DEVELOPMENT PROGRAMME

### What is the trade development programme?

The Trade Development Programme (TDP) is an innovative and practical programme being delivered by Full Circle Management Solutions on behalf of Coleraine Borough Council, Limavady Borough Council and Moyle District Council. The programme is aimed at owner-managers of small and medium sized businesses in the three council areas who wish to consider opportunities in markets outside Northern Ireland.

### How will you benefit from the Trade Development Programme?

The Programme will help you to identify and consider trade opportunities outside Northern Ireland and we will work with you to explore these opportunities during the Programme.

The Programme starts in April 2010 and will cost £150 + VAT (per participant) and will combine the following four elements:

#### Skills Development Workshops (x7)

– delivered by people with extensive practical commercial experience.

#### Individual Business Mentoring (3 days)

– with an experienced business mentor who has specialised in business development.

#### Specialised Prospecting Support (3 days)

– to set up 6 meetings per participant.

#### Business Action Plan

– to produce a Business Action Plan that is tailored to the growth of your business.

### Who should apply?

Businesses in the Coleraine, Limavady and Moyle Council areas who:

- Are from the private sector
- Are not active Invest NI clients
- Are successful and have the capacity to grow
- Are owned/managed by people who have a desire to develop practical skills and explore new trade opportunities

## Interested...?

For an application form contact Gary Alexander of Full Circle Management Solutions on 028 90691027, [gary@fullcircle.eu.com](mailto:gary@fullcircle.eu.com). Completed applications need to be returned to Gary by 12noon on Friday 19 March.

## Testimonials

“It increased our awareness of export sales. They gave us a lot and put a lot into perspective.” **Lowell Courtney, Lynchpin Ireland**

“Getting the telesales – key contacts, was a very strong part of the programme. It was also a learning process as it helped us to be more focused.”  
**Mark McKinney, ATG Services**

“I enjoyed the whole programme; it definitely helped to highlight areas that we needed to focus on.” **David Curry, Worldsites**