



# International Marketing Programme



**With this programme, IDA Ireland aims to support companies to expand into new markets with their existing products/services or access existing markets with new products/services.** This programme will provide funding to hire a consultant with indepth knowledge of the target market, who will support companies to identify target customers, the most effective route to market and how to determine the best opportunities to market their products/services.

### **Companies that can apply**

**This programme is aimed at companies that:**

1. Are a small to medium sized FDI company in Ireland
2. Need to find new markets for their products/services
3. Need to grow the business from Ireland
4. Can give some time to explore exporting opportunities
5. Can secure the remit from Corporate to expand their markets

The level of grant aid (up to a max of €27,750) will depend on how much support a company requires from the consultant to generate new export business



## Stages of the International Marketing Programme for grant support

Elements of the International Marketing Programme	Outcome / Output expected for grant drawdown	Client Costs & IDA Supports	Grant drawdown requirements
Scope out the Marketing Plan	Company Application Form	Client costs up to €55,500, IDA grant support up to 50%	Grant draw-down up to €13,875 for work completed to Market Implementation Plan
Research to determine market opportunity	Market opportunities identified and validated		
Determine the best route to market	Route to market identified		
Identify channel partners	Channel to market identified		
Identify target customers – end users	Target customers identified		
Design an implementation plan that supports overall Marketing Plan	Plan submitted to IDA with targets agreed		
Market Implementation Plan	Meeting Reports		Once completed the final grant can be drawn down €13,875

## + Who would be involved in the delivery?

IDA will provide you with a data base of experienced consultants to select from depending on your needs.

## + Eligible Expenditure

- The salary costs of an internal staff champion capped at €200 per day (up to 40 days)
- The consultant costs to support the programme, inclusive of overheads capped at €1,500 for the first 10 days and €900 for each day thereafter (up to 25 days)
- Purchase of market research material to a max of €10,000.

Maximum eligible expenditure €55,500 with a grant offer of up to a maximum of 50%.

Further training for International Marketing courses and mentoring for the company can also be applied for in support of this programme. Both will also attract funding from IDA Ireland.

## + Process

- Company selects appropriate consultant from database
- Application form completed outlining scope of programme, costs and targets in collaboration with Consultant
- IDA assessment undertaken
- IDA internal approval process
- Company informed of outcome of application for grant aid

## + Grant Drawdown

Companies approved a grant under this programme will be required to meet the following targets:

### 1. Marketing Plan to include:

- New markets identified, channel to market and target customers for existing products/services
- Existing markets identified, channel to market and target customers for new products/services
- Implementation plan outline

### 2. Report on dates of meetings held, location and outcome (in compliance with GDPR)

50% of grant is paid on achievement of each target.

## For further information contact

Your IDA Project Executive or Aoife Madden,  
Product Development & Transformation team.

@IDAIreland 

[www.linkedin.com/company/ida-ireland](https://www.linkedin.com/company/ida-ireland) 

[www.youtube.com/InvestIreland](https://www.youtube.com/InvestIreland) 

[idaireland@ida.ie](mailto:idaireland@ida.ie) 



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