

## Enterprise Ireland programme to develop graduate international business skills

Enterprise Ireland is placing 50 top-level graduates in export-led firms with markets across the globe, creating graduate job opportunities and helping boost export sales.

Kells graduate Nicola McDowell has been placed with the Connolly's Red Mills firm in Goresbridge, Co Kilkenny, thanks to the Enterprise Ireland Graduates 4 International Growth Programme (G4IG), developed and delivered by Enterprise Ireland in partnership with UCD Michael Smurfit Graduate Business School.



The programme is aimed at developing firms' export market development strategies and at the same time advancing graduates' international business skills.

Frank Ryan, chief executive of Enterprise Ireland, said: "This initiative is aimed at growing exports by strategically aligning graduate talent, market opportunity and companies' international business plans. It is a unique opportunity for companies to acquire a valuable market development resource and to drive their export sales

strategies."

The graduates are now beginning their initial six-month intensive training and skills development programme and in-company induction, followed by a 12-month placement in a relevant overseas market.

Modules cover a range of critical export marketing functions, including value proposition development, competitive intelligence, routes to international sales and implementing the international sales process.

The 18-month programme is developed and delivered by Enterprise Ireland in partnership with the UCD Michael Smurfit Graduate Business School.

Successful graduate participants will be awarded a Post-Graduate Diploma in International Growth by the Smurfit Graduate Business School.