



E-commerce opportunities for Irish whiskey in international markets

Webinar No.2

Selling Irish whiskey online: perspectives and supports

Tuesday 23rd June

Bord Bia Think Digital Programme

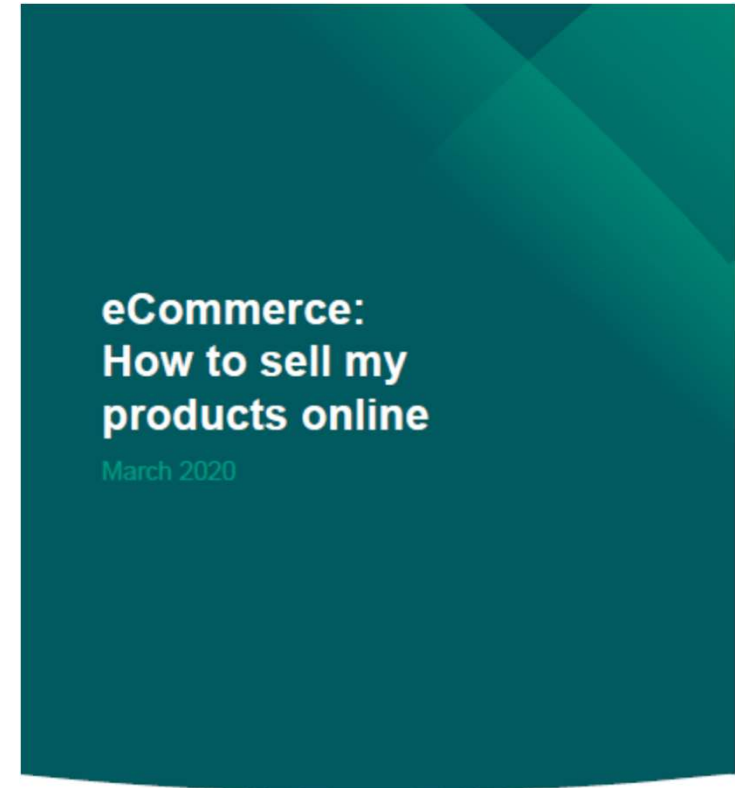
- Active Learning Workshops
- Clinics
- Webinars

€50 charge per participant for Workshop and Clinics
Webinars free

<https://www.bordbia.ie/industry/grow-your-business/think-digital/think-digital-programme-overview/>

‘eCommerce: How to sell my products online’ - March 2020

Watch out for further rounds of
marketing grant scheme



BORD BIA
IRISH FOOD BOARD

think
digital.

 **Drinks Ireland**
Irish Whiskey Association

e-Marketing Improvement Assignment

e-Marketing Improvement assignments are designed to develop and enhance your company's capability to use the internet as an effective channel for business development.

Eligible assignments may include:

- Strategic review of existing online activities and development of future online strategy.
- Understanding international best practice, effective tools and strategies in the area of e-Marketing.
- Embedding e-marketing practices and skills by developing the capabilities of your staff.

Hardware, software or online advertising costs are not supported under this grant.

<https://www.enterprise-ireland.com/en/funding-supports/Company/Establish-SME-Funding/Business-Process-Improvement-Grant-.html>

Online retail scheme – awaiting further round

The purpose of this fund is to enable Irish-owned retailers to enhance their digital capability and to develop a more competitive online offer, that will enable an increase in their customer base and build a more resilient business in the domestic and global marketplace both online and offline.

Successful applicants will be awarded funding to support a maximum of 80% of the project eligible costs with a maximum grant of €40,000.

Typical elements involved in developing a sophisticated and transactional online presence include research, consultancy costs for strategy development, implementation and training.

Covid-19 schemes closed in May. IWA have requested further round.



Trading Online Voucher Scheme

Training and advice, along with financial assistance of up to €2,500

Maximum amount payable is €2,500 or 90% of the eligible cost (whichever is lesser), excl. of VAT.

The target for Vouchers is a business with limited online trading presence and:

- 10 employees or less
- €2 million or less in turnover
- at least 6 months trading

<https://www.localenterprise.ie/Discover-Business-Supports/Trading-Online-Voucher-Scheme/>





Management Information System (MIS) Grant Scheme

Financial support for e-business projects to help businesses increase innovation and productivity through the implementation of appropriate ICT.

GAP funding

Up to £10,000 available, subject to co-funding for e-commerce business consultancy.

Contact Iain or Fiona in Invest NI.





E-Merge

The E-Merge programme provides £2500/€2800 fully funded consultancy support to help businesses develop online sales and eCommerce solutions.

Support is provided in a range of areas including:

- How to promote and sell online e.g. E-Marketing, Social Media
- Website management
- SEO optimisation
- Identification of sectoral e-markets
- E-commerce

<https://intertradeireland.com/sales-growth/covid-19-supports/covid-19-e-merge/>