

# Results of Exporting Survey for South Dublin 2016

During September – October 2016, a focussed survey of local business owners and managers was carried out across South Dublin County, following on from the Economic Profile Survey carried out across 4500 business premises in South Dublin during 2014, and the Training Survey during 2015. As part of this survey 4500 businesses were reviewed and a representative sample of over 200 businesses, across all sectors, completed the survey, in order to understand the extent of exporting businesses in our county, and the potential to develop this sector.

These businesses completed a detailed series of questions looking at:

- Their current business operations and recruitment outlook
- Their current and future plans for exporting
- Their experience with exporting goods and services
- The main markets they export to
- What would help them to increase / improve their exporting potential

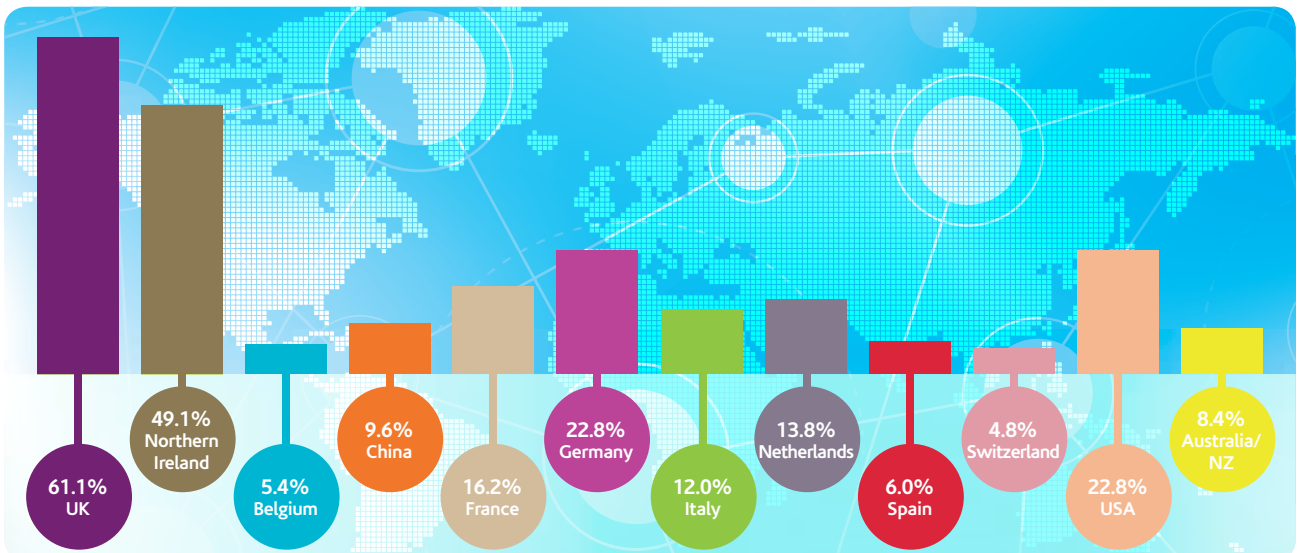
The information following gives a summary of the responses that were given to a sample of the questions posed to respondents. In cases where questions were open ended these are not included here but will be included in future analysis and research.

## Exporting Businesses

Of the 200 businesses surveyed, **90% of those businesses were active exporters** – with 60% exporting goods, and another 25% exporting both goods and services. Only 15% identified as exporting services only.

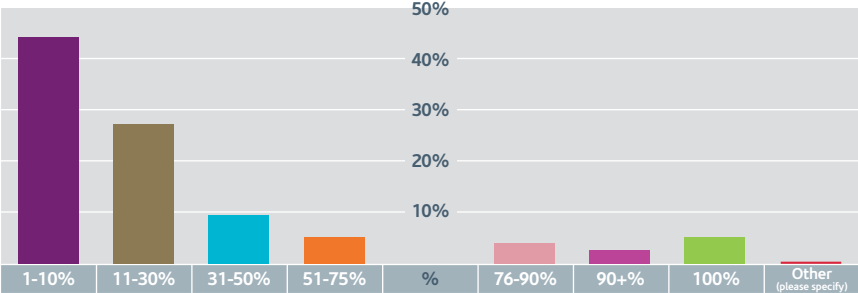


In line with previous surveys **Northern Ireland and the UK** were identified as primary export markets for many businesses. This leaves some businesses very vulnerable to fluctuations in currency and trade because of Britain's exit from the EU. **Germany, France and the USA** were also identified as important markets.



# Exporting Businesses

The degree to which our businesses are dependent on exporting for sales varies greatly, with approximately **70% of businesses gaining up to 30% of sales through exporting**. However there were also businesses that were dependent on exporting for **100% of their sales**. This category of business will need support in adapting to global macro-economic changes.




Exporting Dependency	Percentage of Businesses
1-10%	48%
11-30%	28%
31-50%	12%
51-75%	8%
76-90%	5%
90+%	3%
100%	4%
Other (please specify)	1%

# Difficulties in Exporting

When exporting, business owners encountered a variety of challenges, with the majority identifying that **Understanding Legal Requirements (including environmental)** was the most challenging issue (30%). However they also identified the following challenges (in order of priority):

- Making Connections (20%)
- Understanding Export Documentation (20%)
- Language Difficulties (17%)
- Accessing Relevant Market Research (9%)
- Cultural Knowledge / Difficulties (4%)

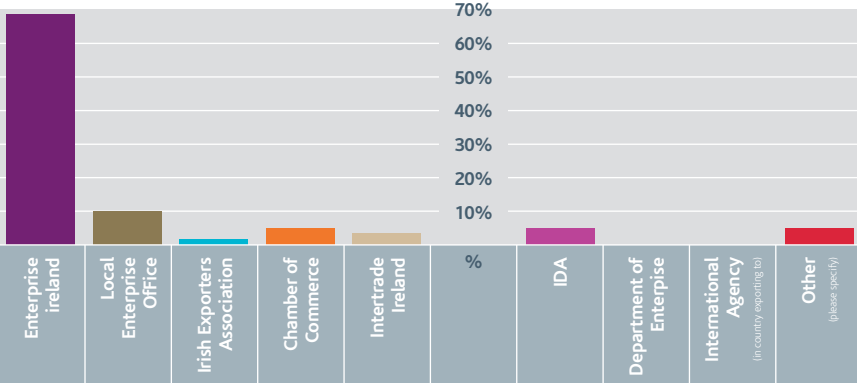
In addition tax issues, currency fluctuations and accessing support for exporting were identified as challenges.



Difficulty	Percentage
Understanding Legal Requirements	30%
Language Difficulties	17%
Making Connections	20%
Accessing Relevant Market Research	9%
Understanding Export Documentation	20%
Cultural Knowledge / Difficulties	4%

# Assistance for Exporting

60% of respondents did not receive any support when starting to export. A small percentage of people had trouble accessing services and support, or were not even **aware that they could access support**. 30% of businesses did receive support from a range of agencies, including the following:



Agency	Percentage of Businesses
Enterprise Ireland	60%
Local Enterprise Office	15%
Irish Exporters Association	5%
Chamber of Commerce	10%
Intertrade Ireland	10%
IDA	5%
Department of Enterprise	5%
International Agency (in country exporting to)	5%
Other (please specify)	5%

# Respondents Profile

The survey looked at a wide spread of businesses across the county, with sectors self-identified by the business owners / respondents. The biggest sectors identified as exporting were **Industrial and Manufacturing (32%)**, **ICT (11.7%)** and **Distribution (11.3%)**.

Industrial and Manufacturing	32.0%
ICT	11.7%
Distribution	11.3%
Construction	6.1%
Medical and Healthcare	6.1%
Transportation	5.2%
Retail	4.8%
Science and Technology	4.8%



Agriculture and Fishing	3.5%
Professional Services	3.5%
Education	2.6%
Pharmaceutical	2.6%
Energy	2.2%
Tourism and Travel	2.2%
Recreation	1.7%
Financial Services	0.0%

In order to get a representative sample of the businesses across the county, businesses of varied size (identified as the largest sectors / employers) were sampled, varying from **sole traders to companies with over 251 employees**.

Sole Trader	2.6%
1 Employee	1.6%
2-5 Employees	17.7%
6-10 Employees	27.1%
11-20 Employees	16.1%



21-40 Employees	18.8%
41-60 Employees	6.8%
61-100 Employees	4.2%
101-250 Employees	3.6%
251+ Employees	1.6%

## Considering Exporting?

### Why not exporting currently?

I have considered exporting, but need to conduct a feasibility study and could not raise the required match funding

Previously exported to UK but downsized and now do not

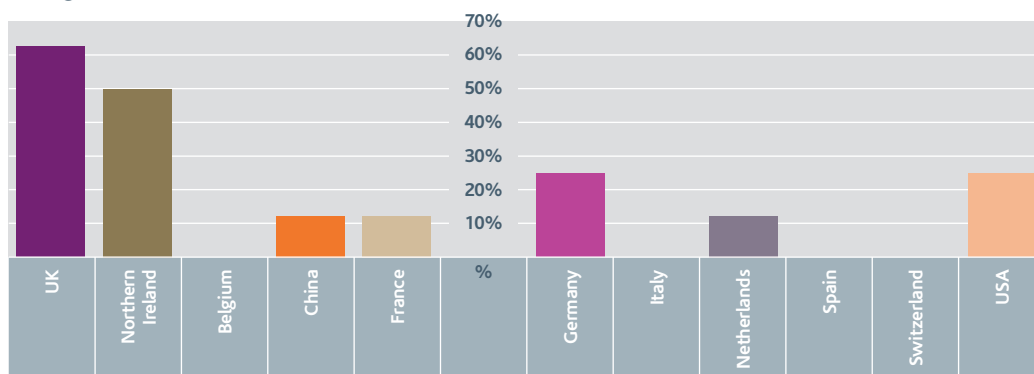
Have exported small amounts of product to Northern Ireland, may do so in the future, but busy with work in Ireland

Have previously exported but currently do not

Did not make sense for my business

## Businesses Considering Exporting

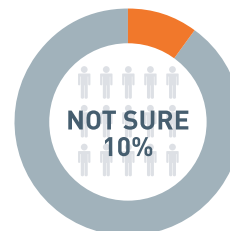
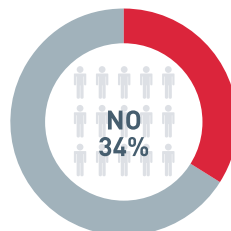
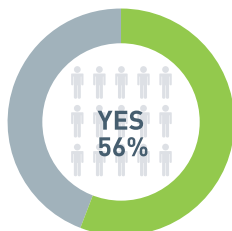
**Over 45%** of those not currently exporting say that they **will begin or may possibly begin exporting** in future, with the majority looking at the UK and Northern Ireland, as the most accessible markets.



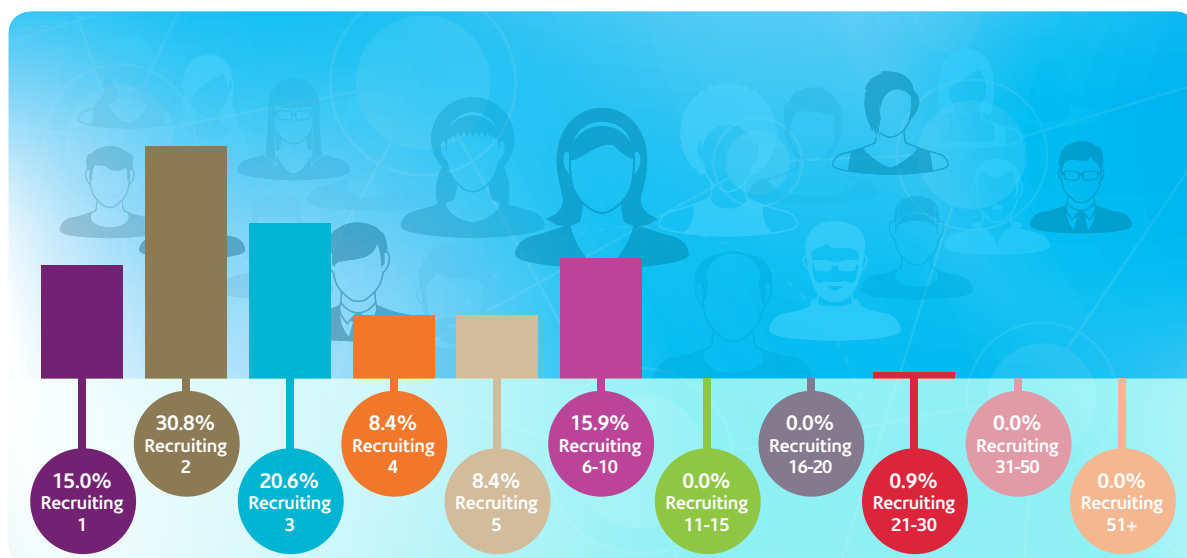
# Employment Potential

Over **56% of respondents** were sure that they would be recruiting in the next year, with an additional 10% indicating that it may be a possibility. This question is a very positive indicator of growth in the business sector of our county, with strong indications of recruitment, of up to 30 staff. The potential new jobs indicated here number to **over 400 jobs expected to arise in South Dublin during 2017.**

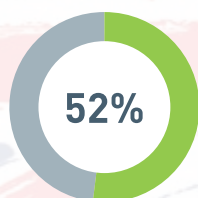
Do you intend to take new staff in the next twelve months?



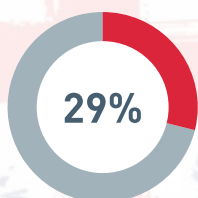
If Yes, how many staff do you intend on recruiting in the next year?



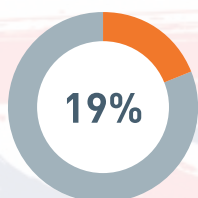
Do you expect your business to be affected by Brexit?



Expect to be affected



Do not expect to be affected



Unsure

## Information Sharing

In order to understand the needs of our businesses we would like to hear more from those currently exporting or considering exporting. Many business owners are interested in connecting – if you are too, get in touch:

[andrea.carroll@sdchamber.ie](mailto:andrea.carroll@sdchamber.ie)

or [www.localenterprise.ie/southdublin](http://www.localenterprise.ie/southdublin)

**48%** of businesses in the county want to work together to improve their own business potential in exporting

Download the full report and view updates at  
[www.sdcc.ie](http://www.sdcc.ie) or [www.localenterprise.ie/SouthDublin](http://www.localenterprise.ie/SouthDublin) or [www.sdchamber.ie](http://www.sdchamber.ie)

For further details contact Andrea Carroll, Sustainable Business Executive, South Dublin Chamber on 01 462 2100 or the South Dublin Local Enterprise Office at 01 4057073