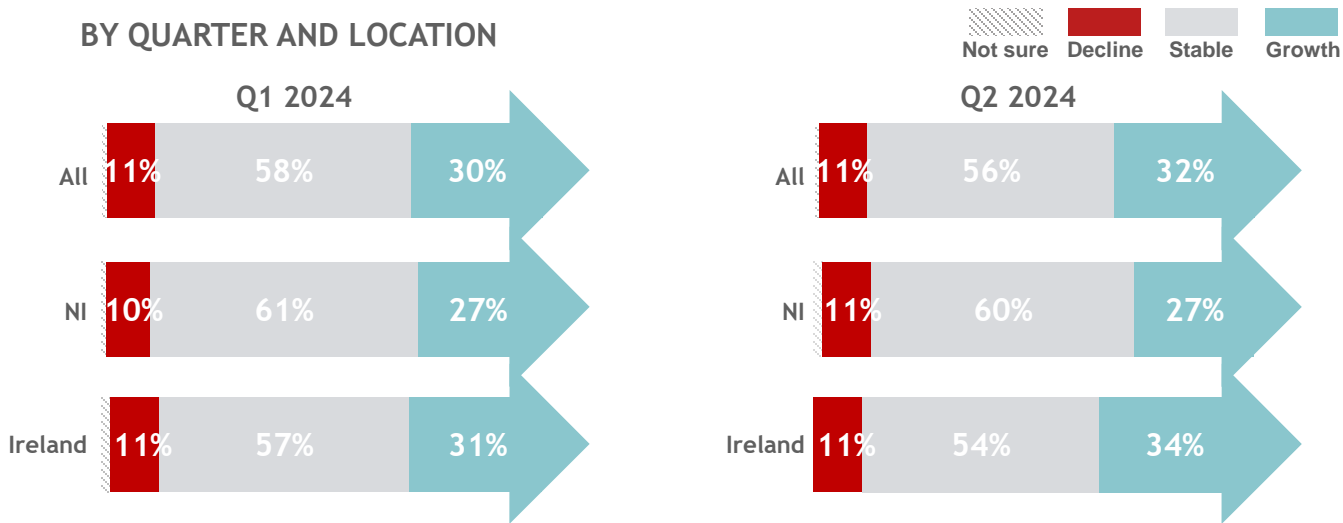




BUSINESS POSITION

// Businesses were asked about their business position

BY QUARTER AND LOCATION



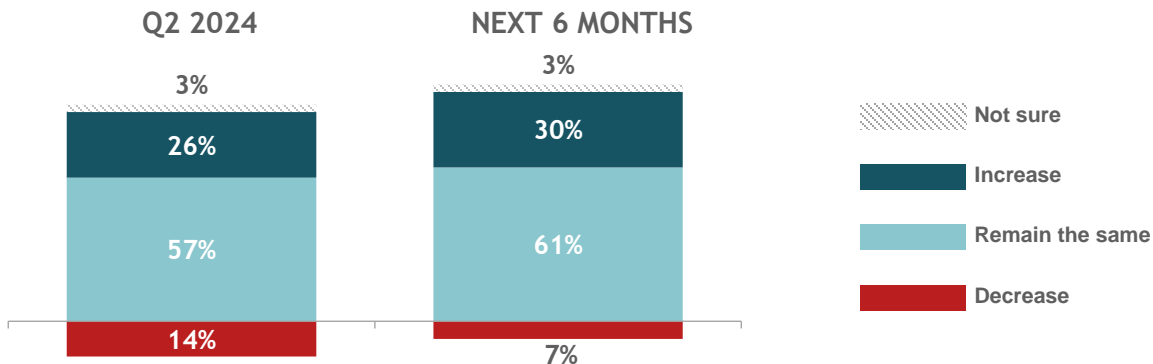
*Due to rounding percentages add to 99%-101%



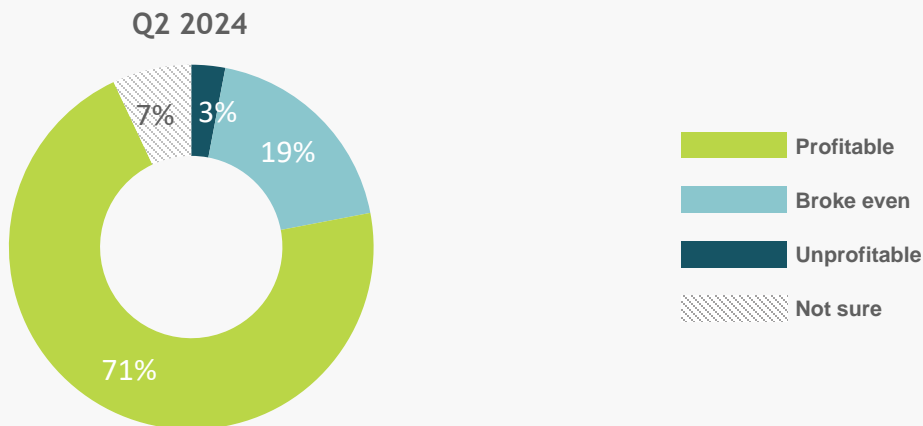
SALES AND PROFITABILITY

// Businesses were asked about their sales and profitability

SALES



PROFITABILITY



*Due to rounding percentages add to 99%-101%

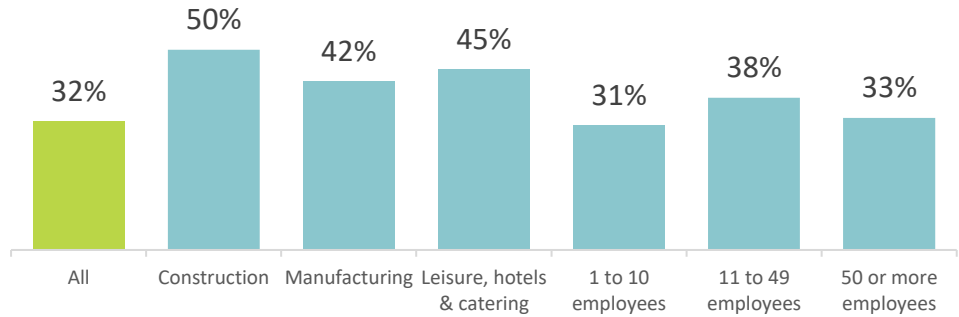


SKILLS

// Employers (with >2 employees) were asked about a lack of skills in their business

- 1 in 3 businesses are having difficulty finding the right skills
- Of these, 58% have long-term vacancies

% EXPERIENCING DIFFICULTY FINDING RIGHT SKILLS



ACTIVITIES UNDERTAKEN TO ADDRESS SKILLS CHALLENGES

Increasing recruitment activity and widening their search



Investing more in training and development



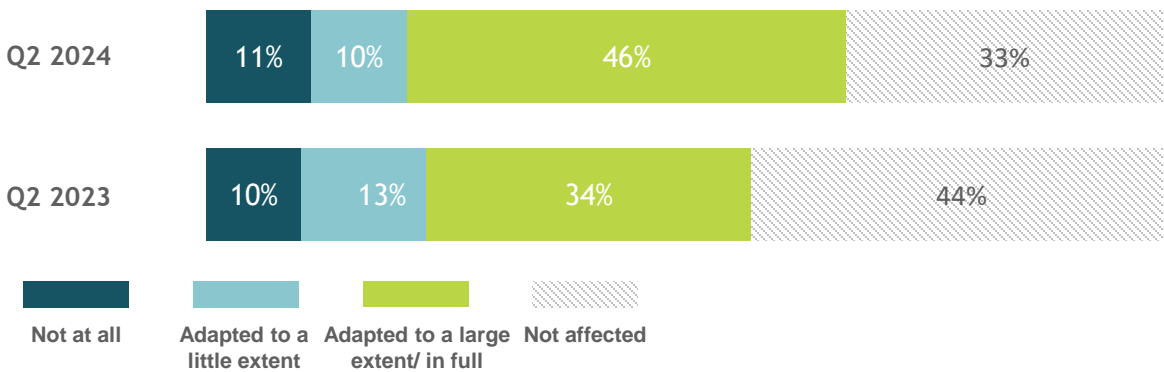
31% of all businesses are embracing new technologies to address skills issues



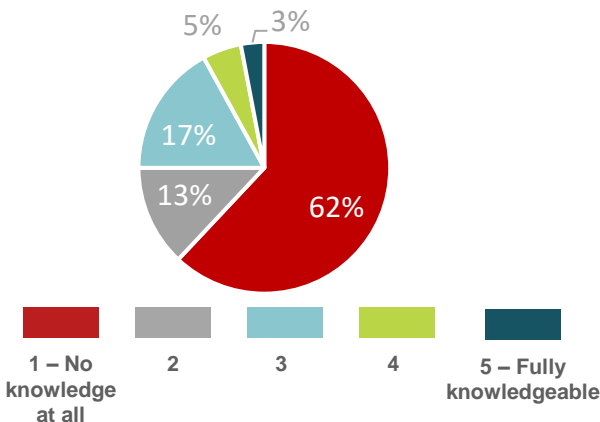
BREXIT & THE WINDSOR FRAMEWORK

// Businesses were asked about the impact of Brexit and how well they have adapted to the new trading conditions, along with their knowledge of the Windsor Framework

ADAPTING TO NEW TRADING CONDITIONS POST-BREXIT



KNOWLEDGE OF THE WINDSOR FRAMEWORK



62% have no knowledge of the Windsor Framework and the requirements it has on their business. This is down from 71% in Q1 2023.

InterTradeIreland is committed to supporting SMEs in dealing with the current challenges, with our expert teams on hand to provide businesses with the right supports, funding and advice to help unlock their export potential. By tapping into our range of supports and networks, we can boost the innovation power of your business through cross-border collaboration and help you to identify new market and funding opportunities. Visit www.intertradeireland.com today or call 028 3083 4100 (048 from Ireland)

A telephone survey of 761 businesses was conducted on an all-island basis, with the aim to provide a deeper understanding of the needs, experiences and issues facing businesses. The survey was conducted between the 17th June – 9th July 2024.