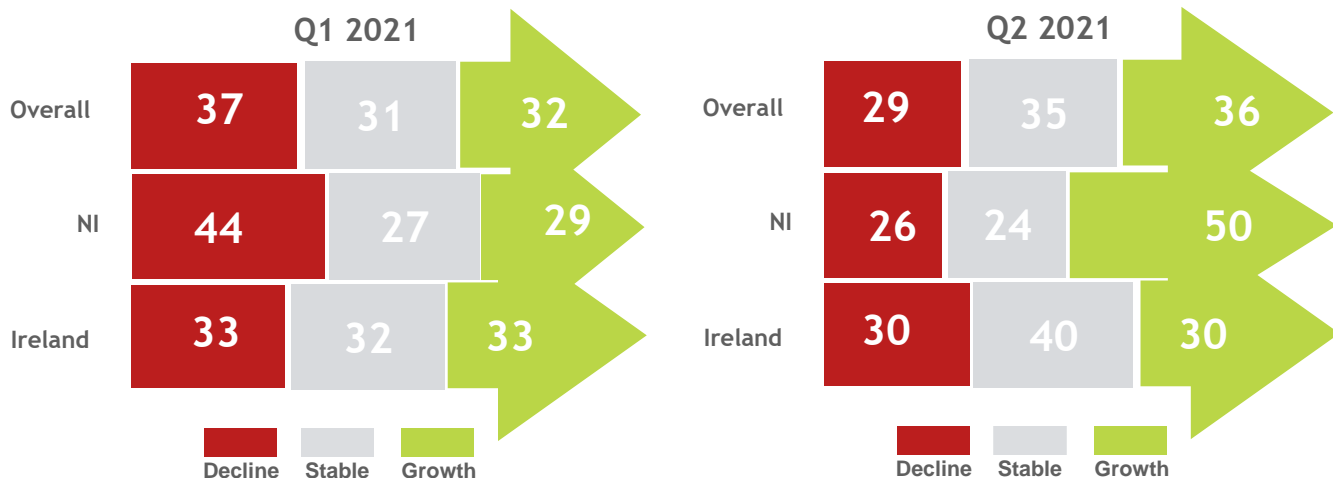




BUSINESS POSITION

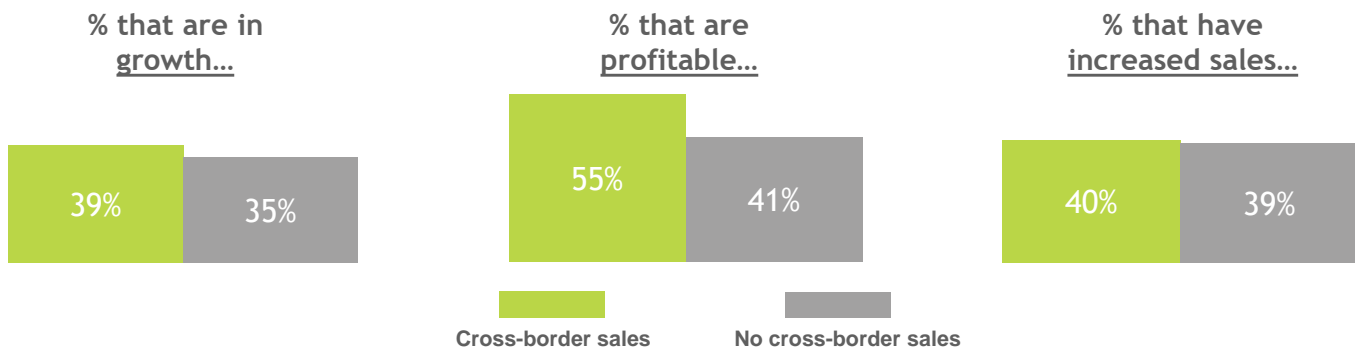
// Businesses were asked about their business position



CROSS-BORDER TRADE

// Businesses were asked about their growth, profitability and sales

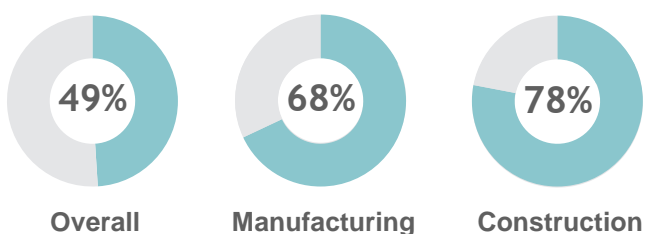
Businesses with cross-border sales are more likely than those without to be in growth, to be profitable and to have increased their sales over the past quarter



IMPACT OF BREXIT & COVID-19

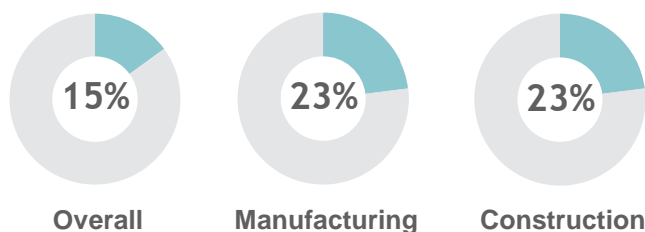
// Businesses were asked what impact Brexit or Covid-19 was having

Businesses have continued to experience issues with their supply chain...



% reporting supply chain components as being impacted to some extent

...With 23% of both manufacturing and construction companies now choosing to source components locally

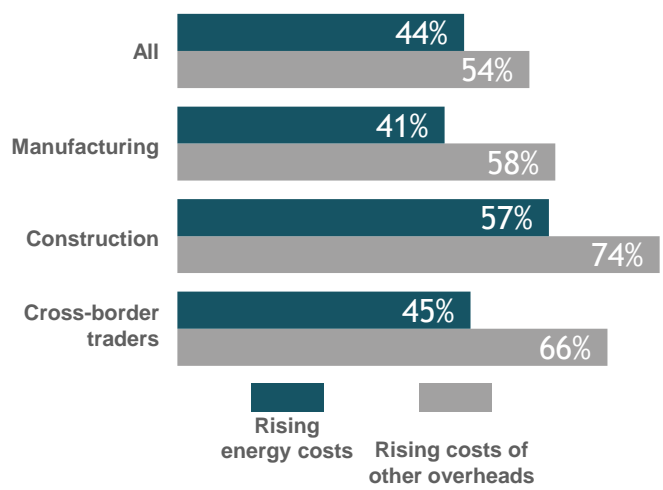


% that have started to source components locally

! BUSINESS ISSUES // Businesses were asked about their current business issues

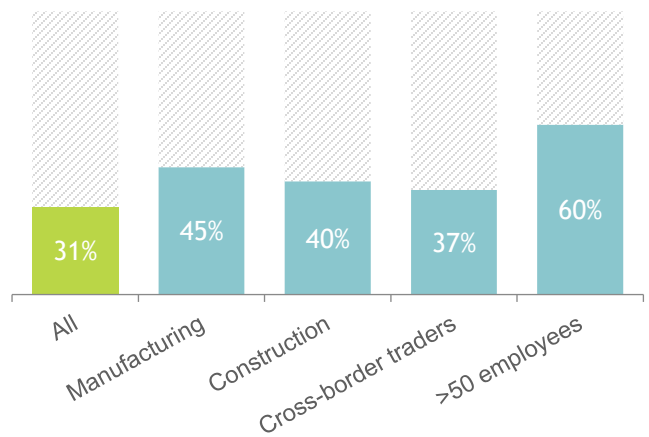
Rising costs of overheads

% RATING RISING OVERHEAD COSTS AS AN ISSUE



Recruitment

% RATING RECRUITING APPROPRIATE SKILLS AS AN ISSUE

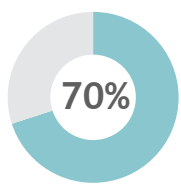


INVESTMENT & INNOVATION

// Businesses were asked about their investment and innovation plans over the coming years

70% of cross-border traders have investment plans

Any plans for investment



TYPE OF INVESTMENT PLANS

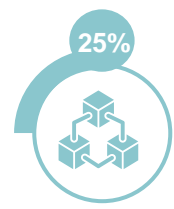
Marketing



Expand export markets



R&D



81% of cross-border traders say stability in the new trading arrangements is an important factor impacting their investment decisions...

...compared to **59%** of businesses overall

Cross-border traders

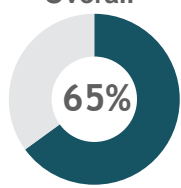


All



Those that have innovation plans

Overall

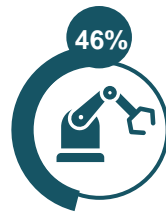


TYPE OF INNOVATION

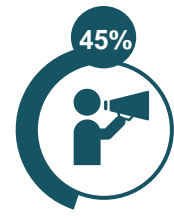
Improved products or services



Improved processes, machinery or equipment



Improved marketing methods



Your business may need help in dealing with the challenges posed by Covid-19 or with preparing for Brexit – InterTradeIreland is committed to supporting SMEs with online supports as well as funding of up to £2,000/€2,250 towards professional advice through our Brexit Advisory Service and Emergency Business Solutions programme. Visit www.intertradeireland.com today or call 028 3083 4100 (048 from Ireland).

A telephone survey of 757 business 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 16th June – 17th July 2021.