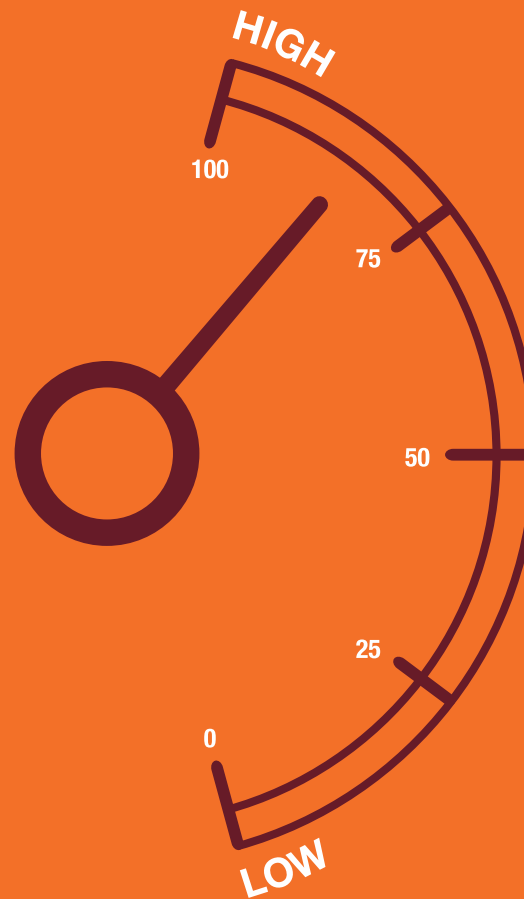


InterTradelreland Business Monitor Q1 2014

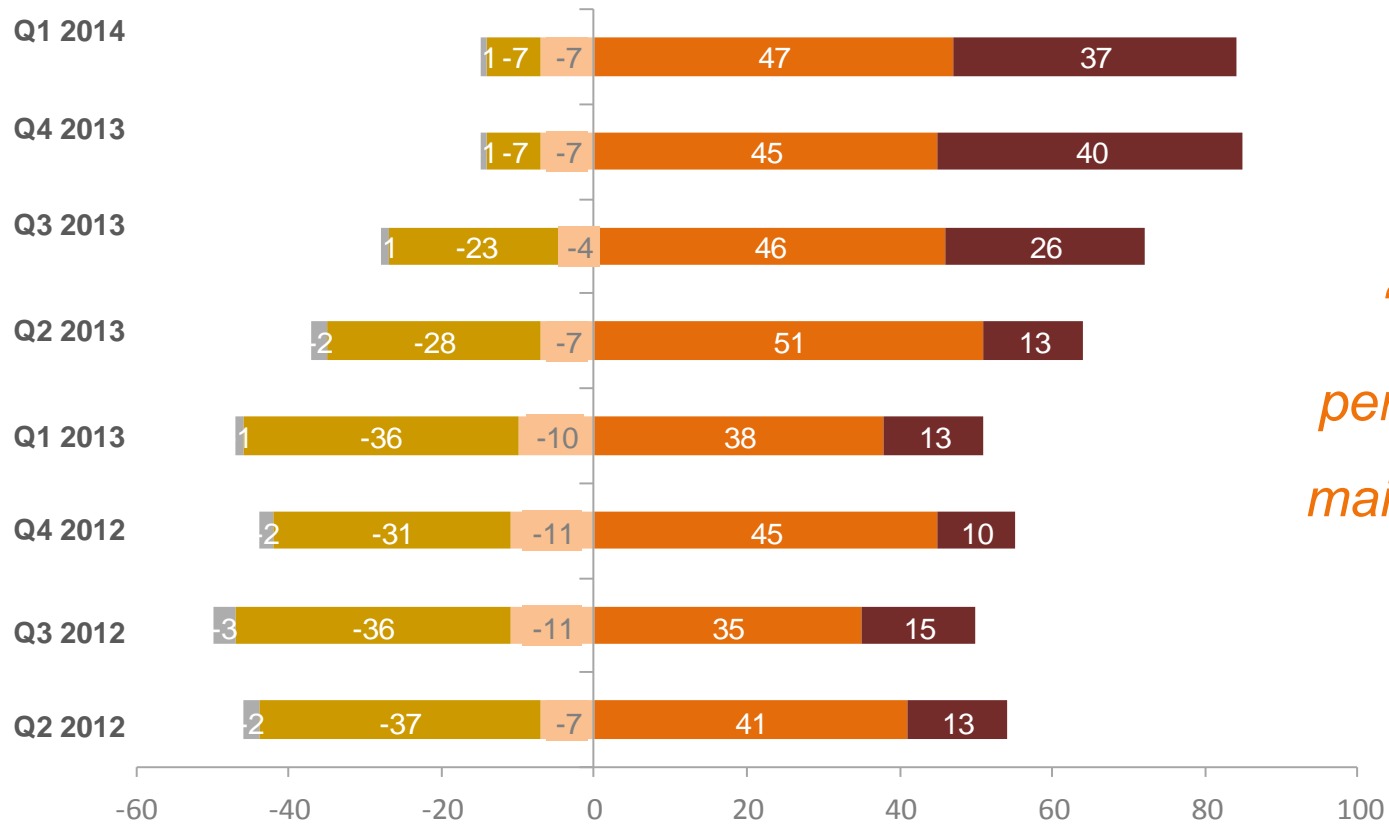


Business
Confidence

Business conditions

- Business position
- Employment levels
- Key challenges for businesses

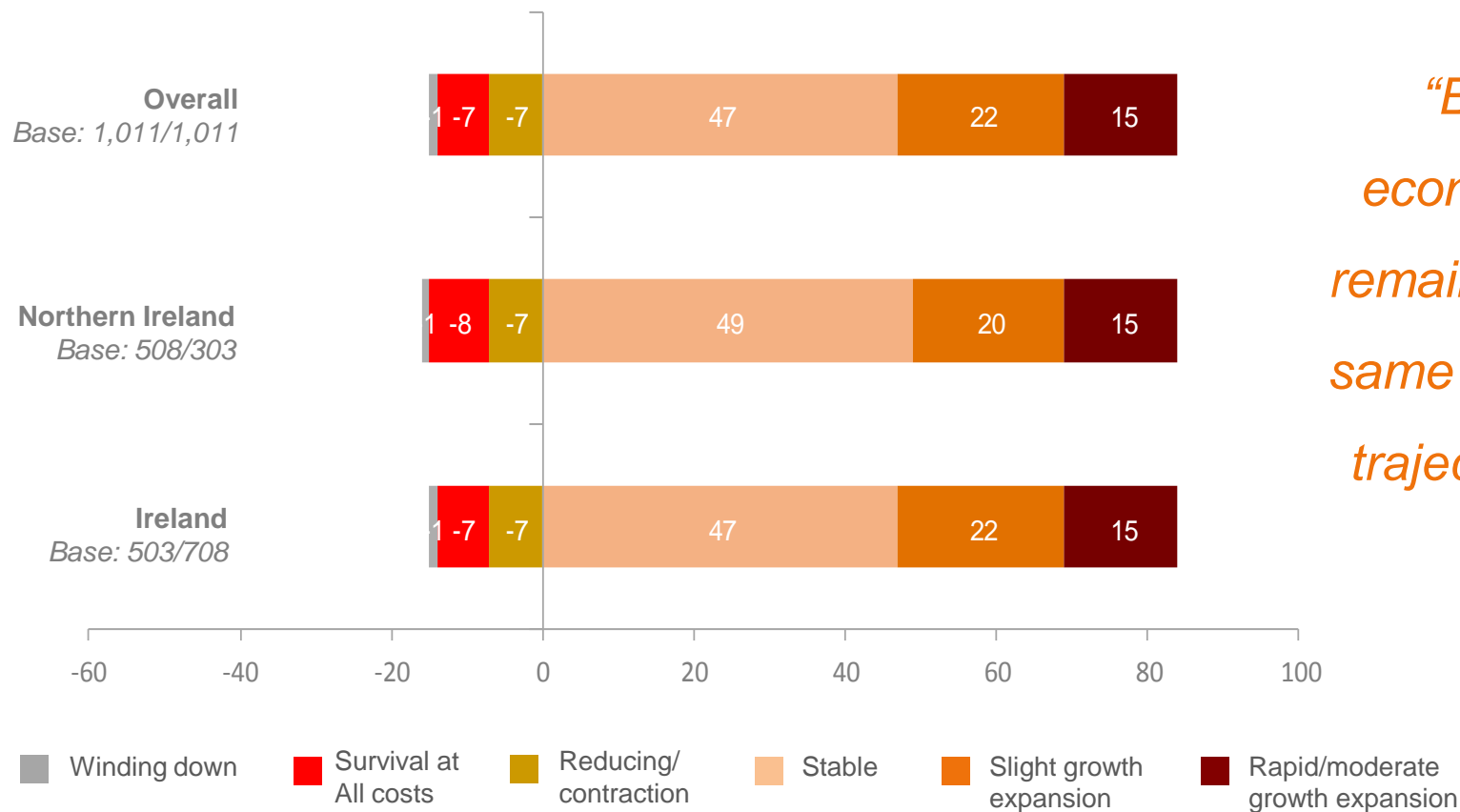
Business position



“Strong performance maintained...”

Winding down
 Survival at All costs
 Survival at All costs
 Reducing/contraction
 Stable
 growth expansion

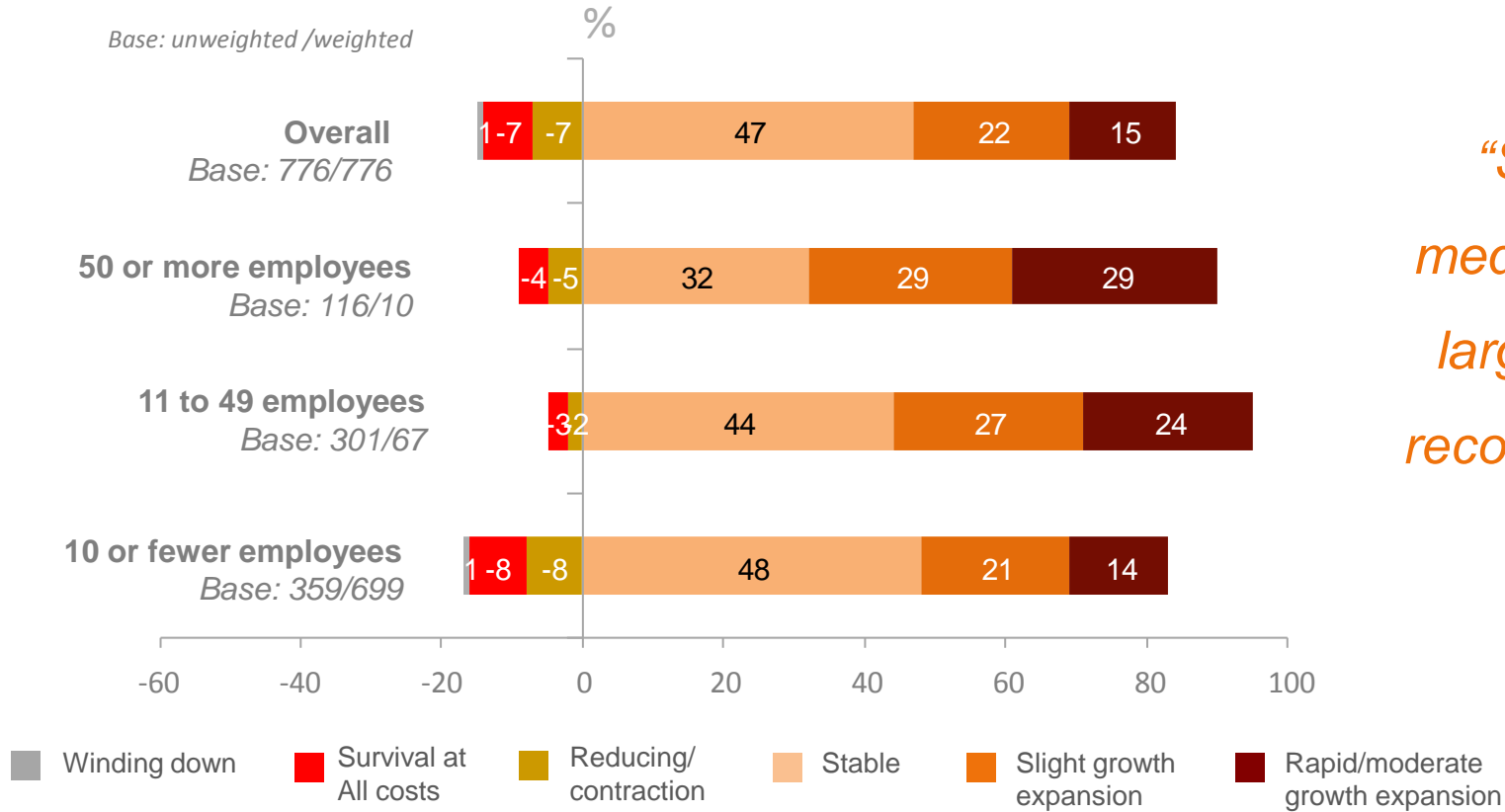
Business position by location



“Both economies remain on the same positive trajectory...”

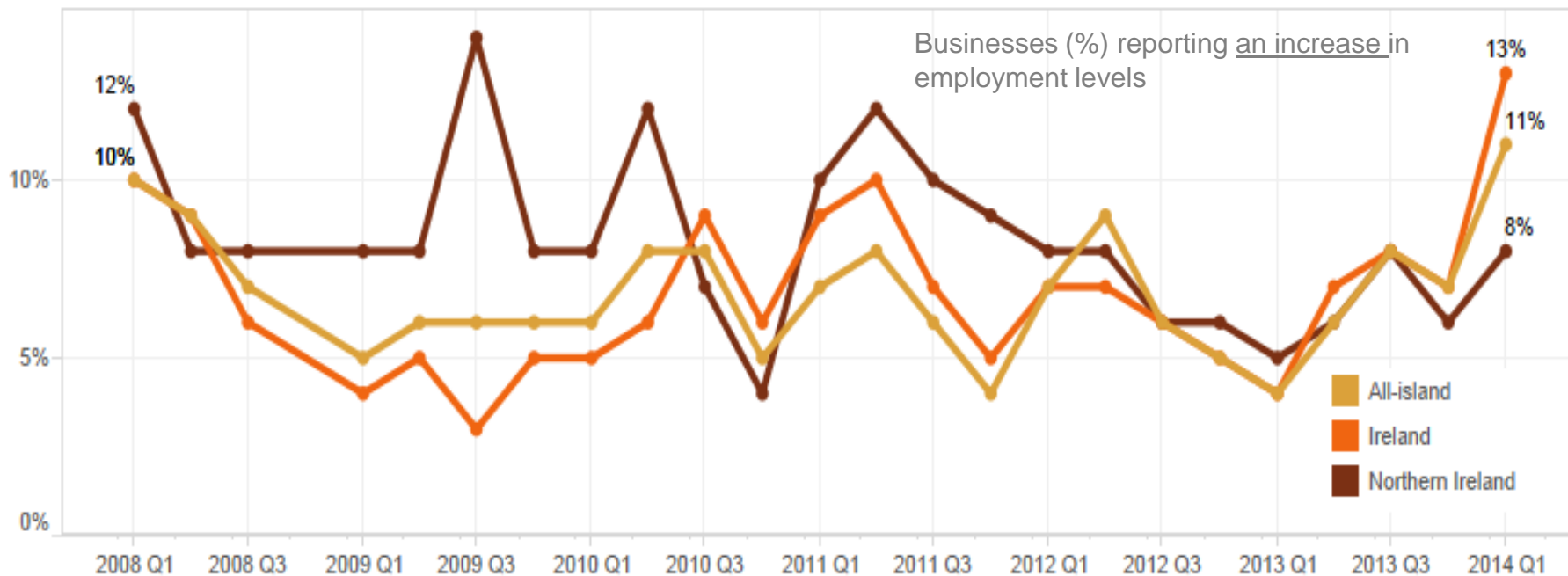
Business position by firm size

Which of the following best describes the current position of your business?



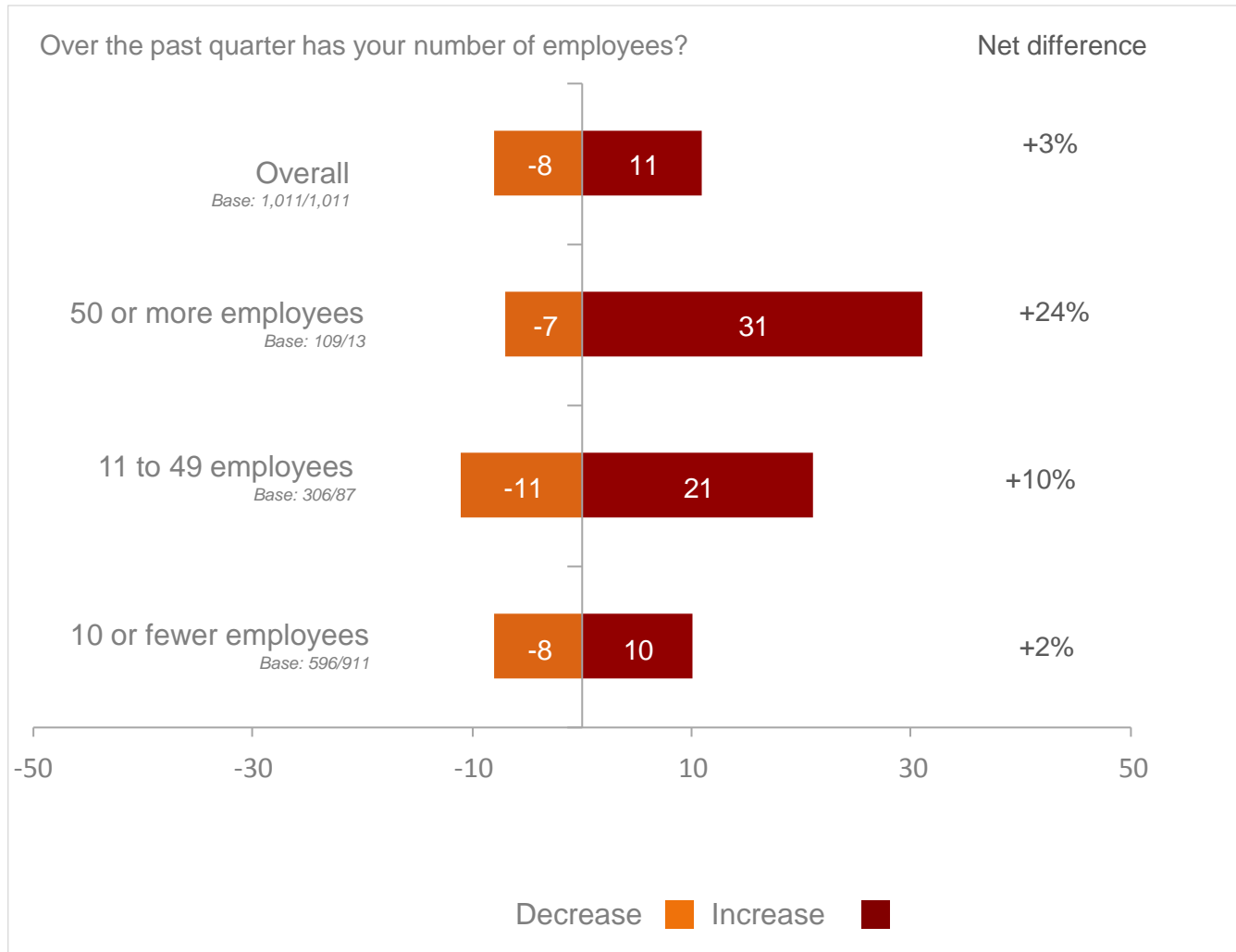
“Small, medium and large firms recovering...”

Businesses increasing employment



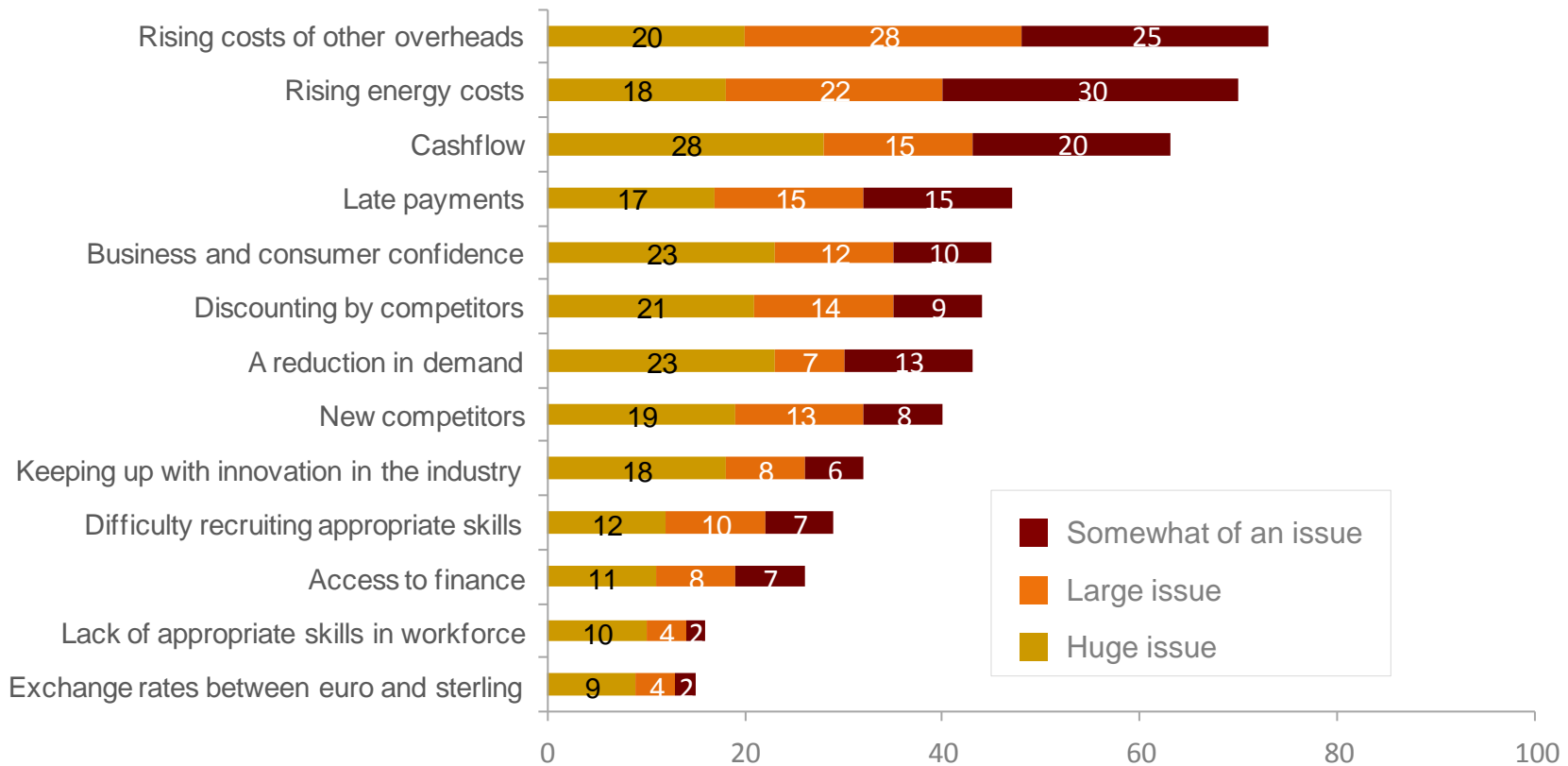
*“Big jump in the number of firms
employing...but from low base...”*

Employment changes by firm size



“... Larger firms more likely to be employing...”

Key challenges for businesses



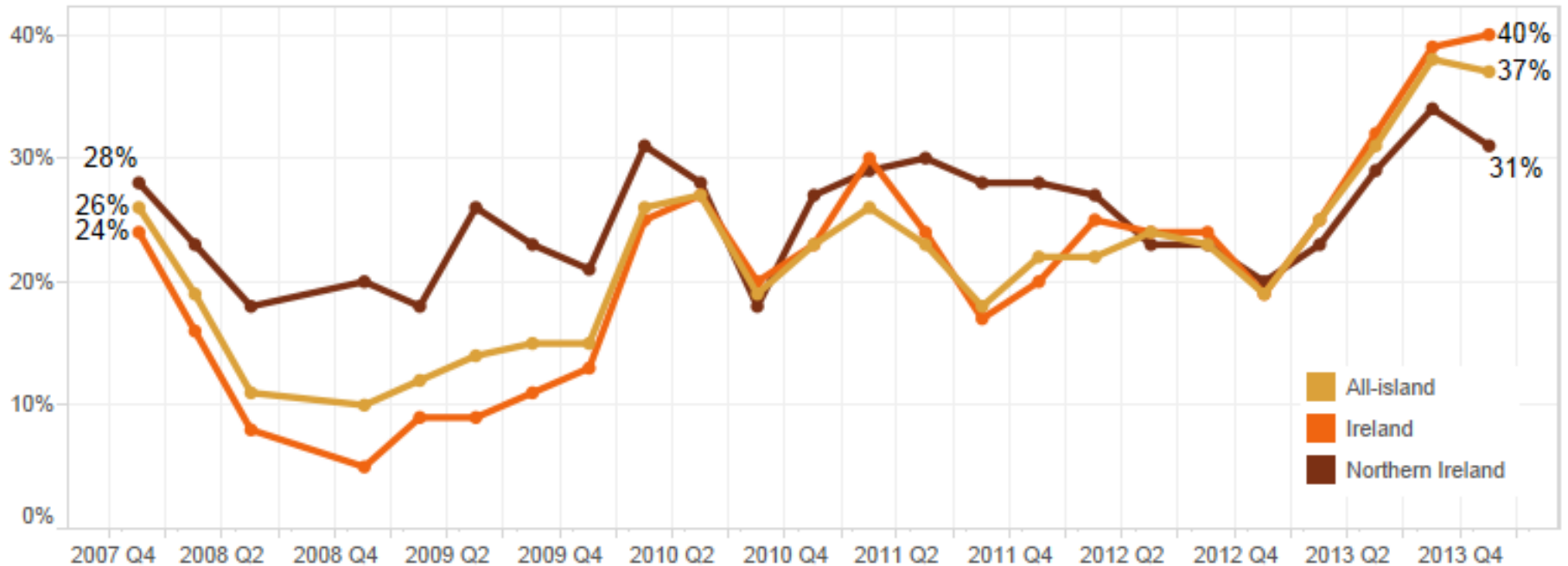
“Costs and cashflow... key concerns..”

Sales and export barometer

- ❑ Sales performance
- ❑ Exporters performance

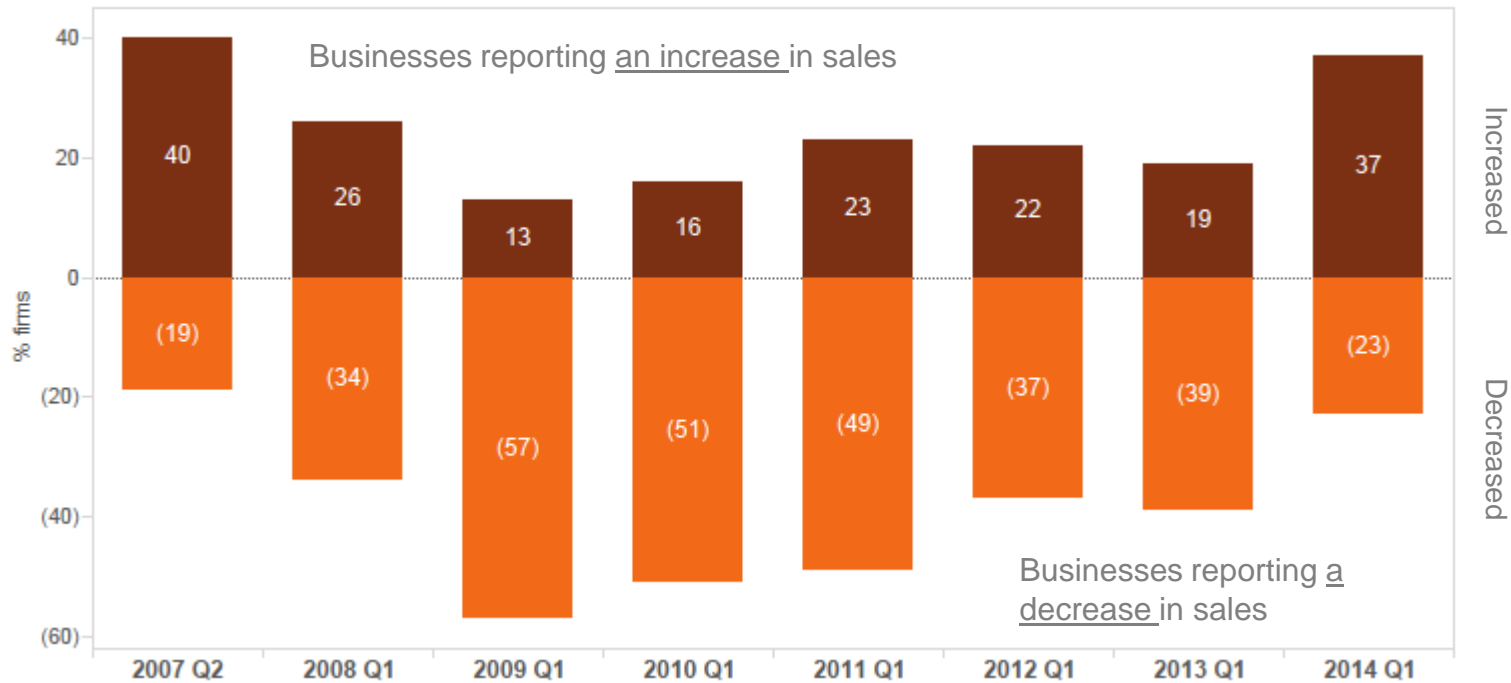
Sales performance

Businesses (%) reporting an increase in sales



“ Slight drop in sales performance in Northern Ireland but still very positive overall...”

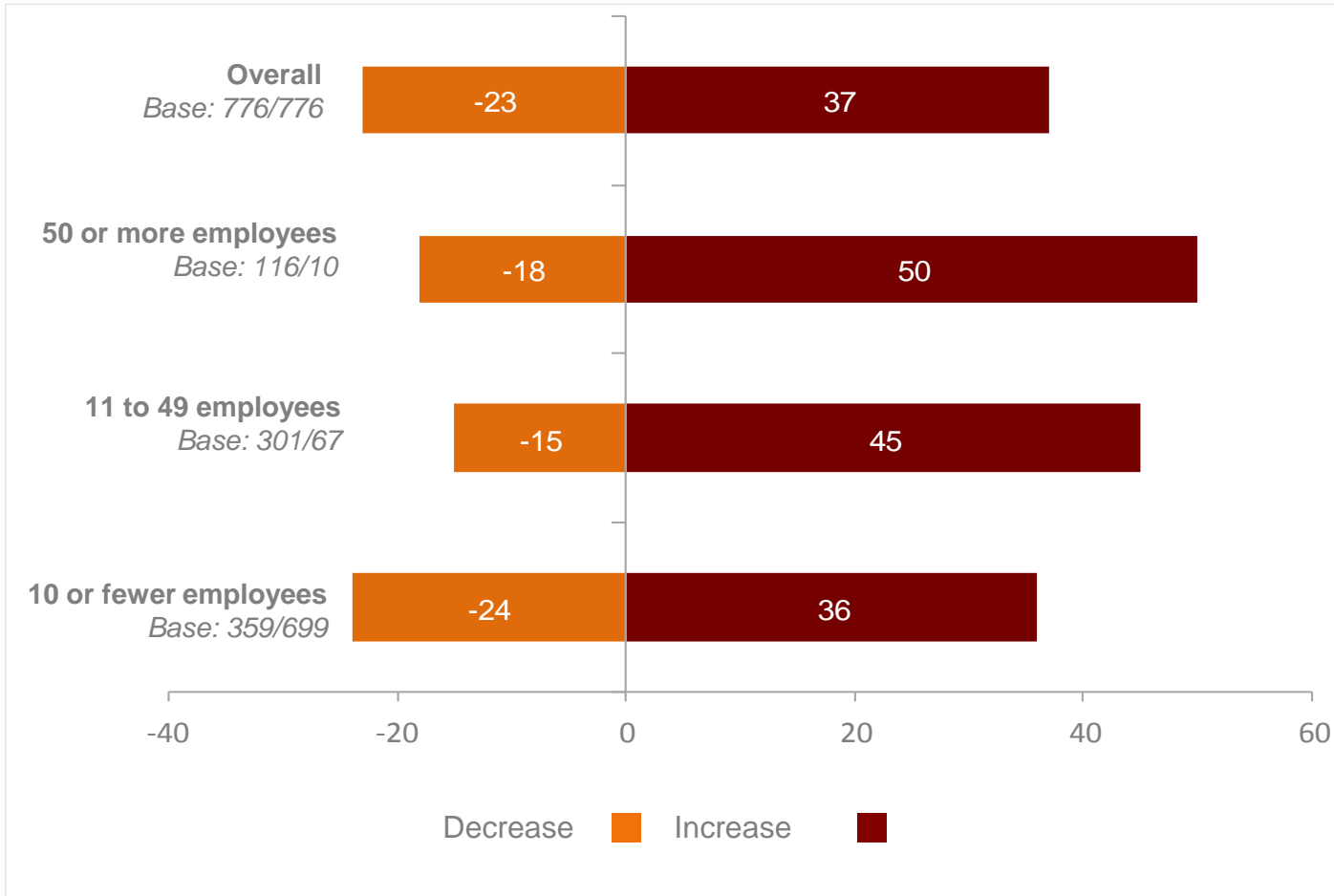
Sales performance- now and then...



“Sales back at pre-crash levels...”

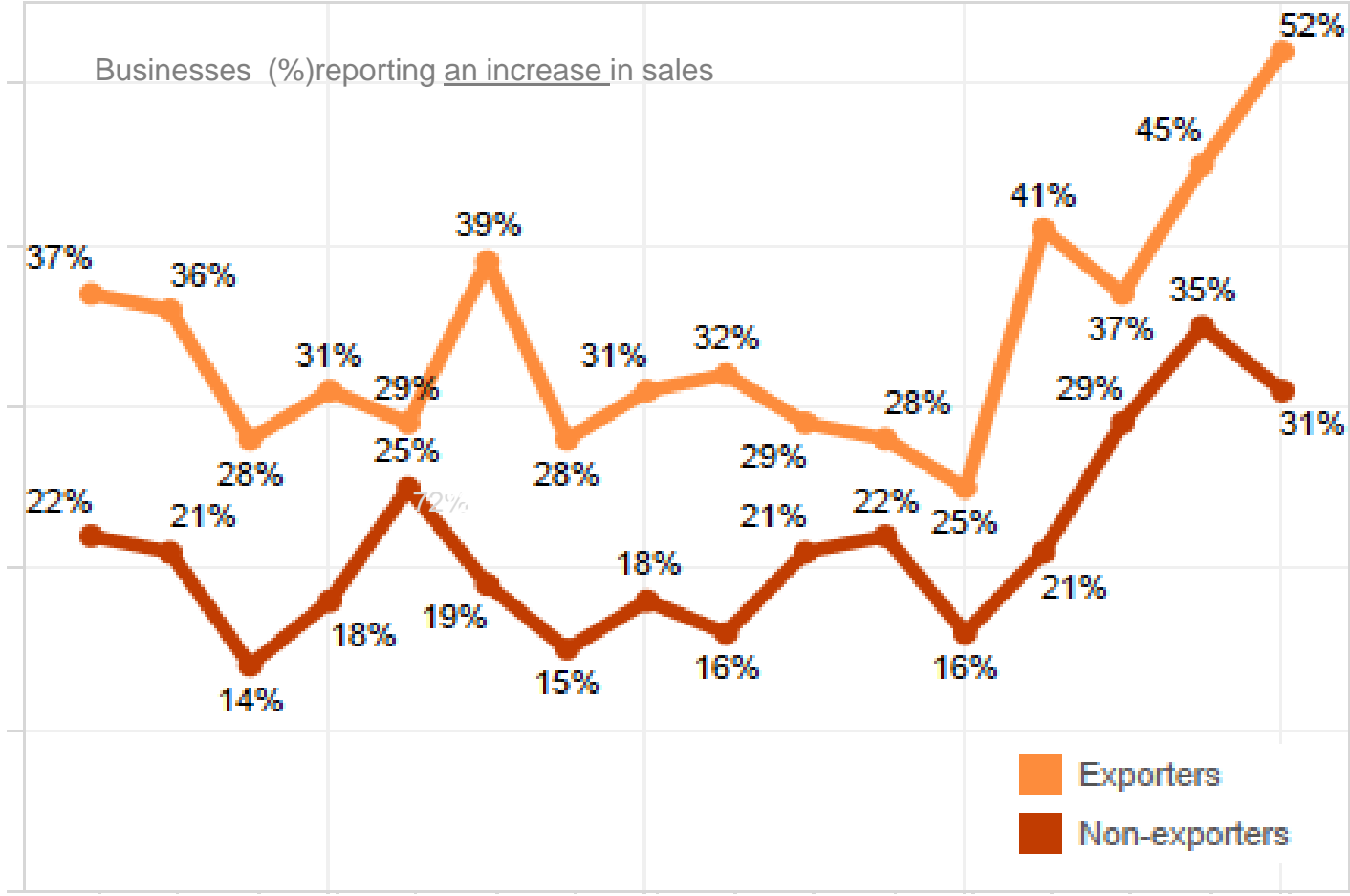
Sales performance by firm size

Have your sales over the past quarter increased or decreased ?



“... Improved sales performance but 1 in 4 micros still struggling ...”

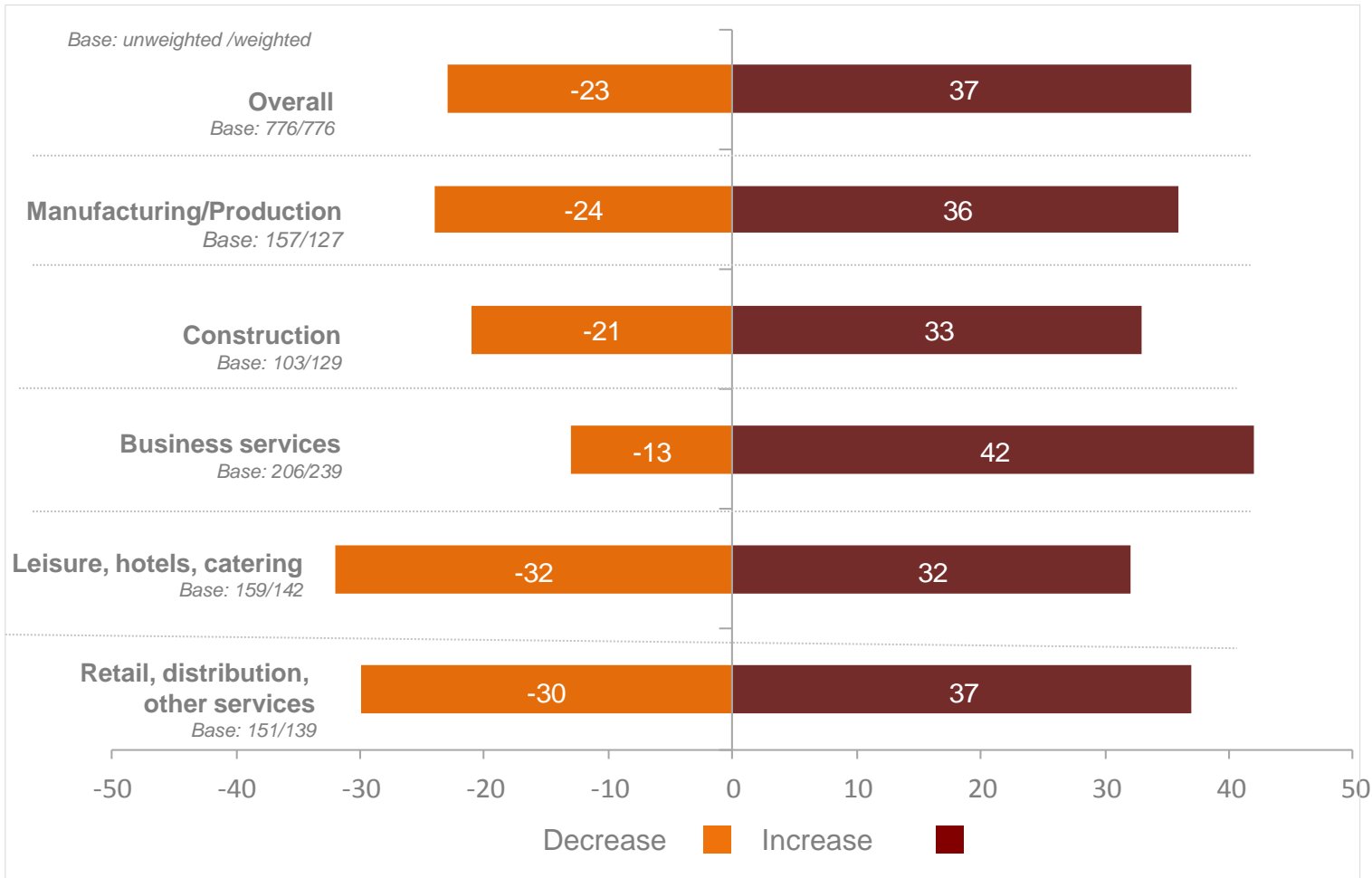
Sales increases: Exporters vs non-exporters



“... Perhaps because micros less likely to export...”

Sales performance by sector

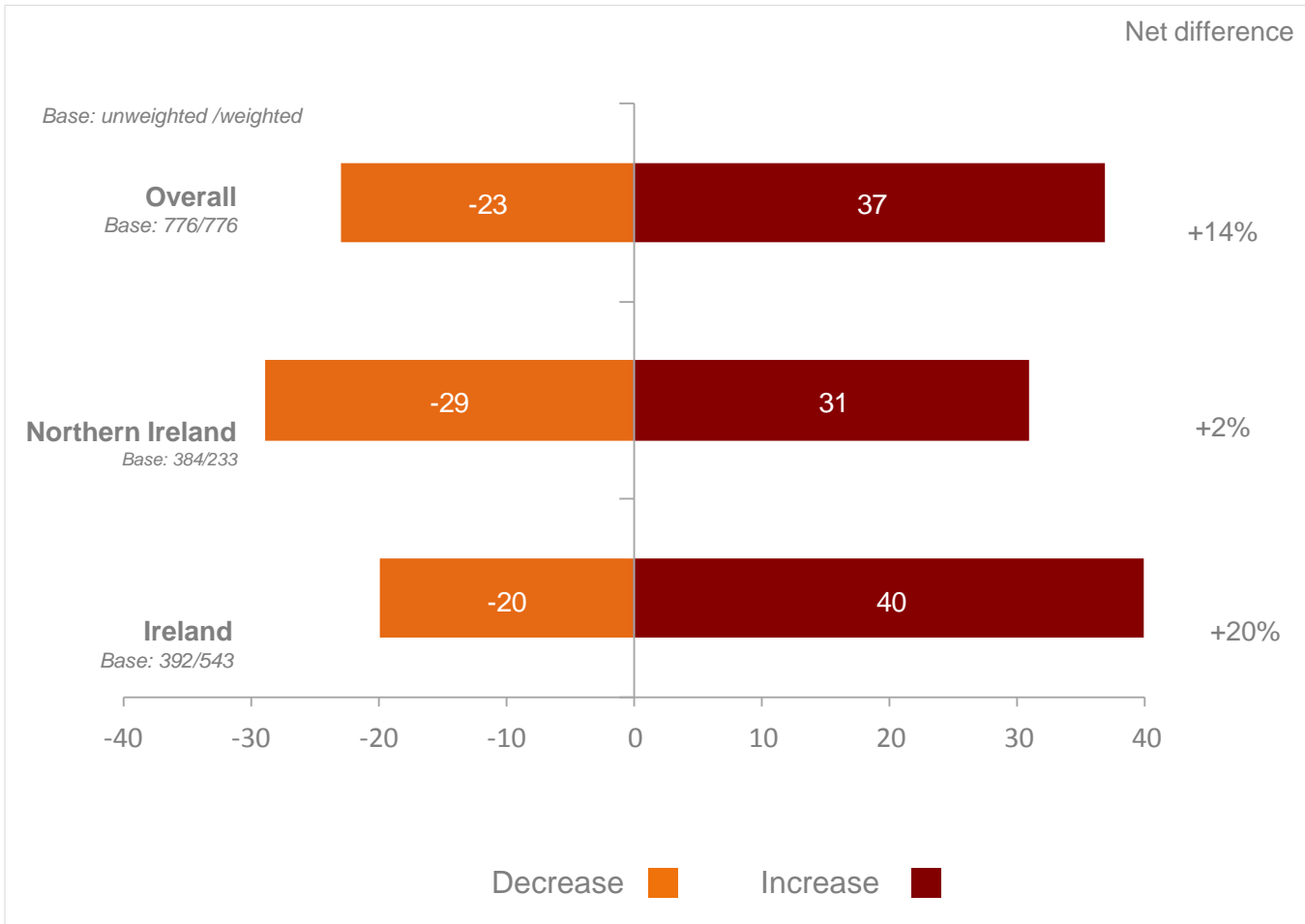
Have your sales over the past quarter increased or decreased ?



“ Positive growth across all sectors..”

Sales performance by location

Have your sales over the past quarter increased or decreased ?



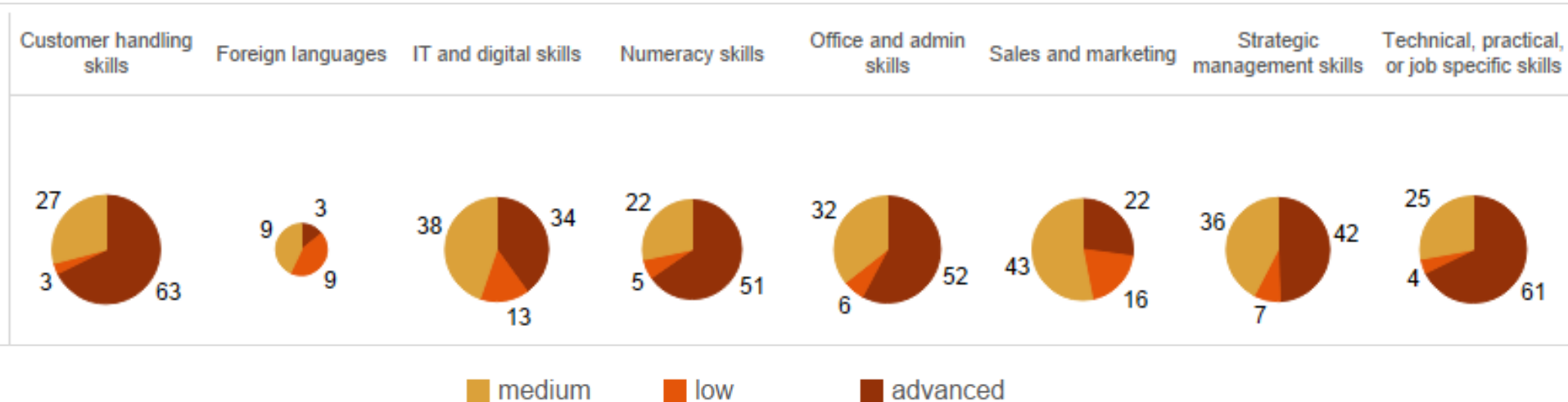
“... Similar trends in both economies but signs of growing gap...”

Skills and recruitment

- ❑ Level of skills currently in firms
- ❑ Skills- exporter vs non-exporter
- ❑ Recruitment-by sector
- ❑ Graduate recruitment

Level of skills currently in firms

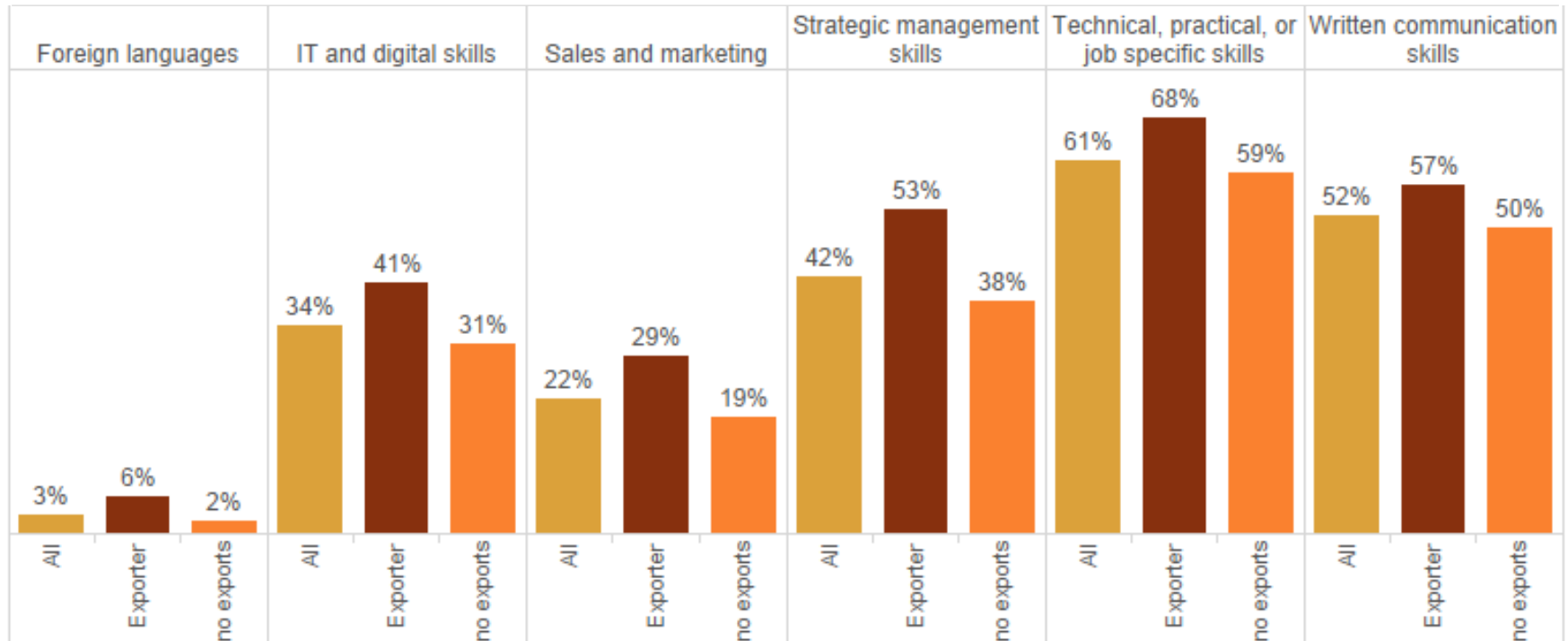
To what extent, if at all are the following skills in your company? (% of firms)



Only 3% have advanced foreign languages skills and only 1 in 5 have advanced sales and marketing skills

Advanced skills currently in firms: exporters vs. non exporters

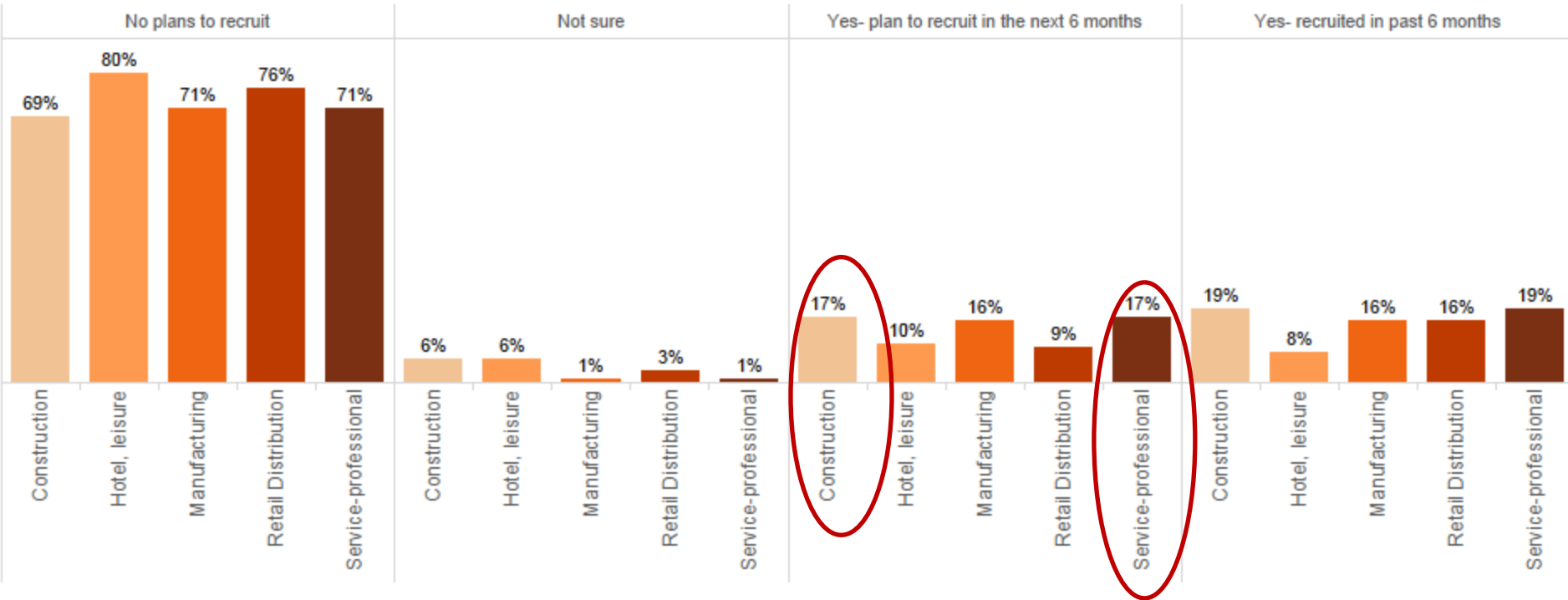
% of firms reporting having these skills at an advanced level



“...Exporters have more advanced skills across the board...”

Recruitment- by sector

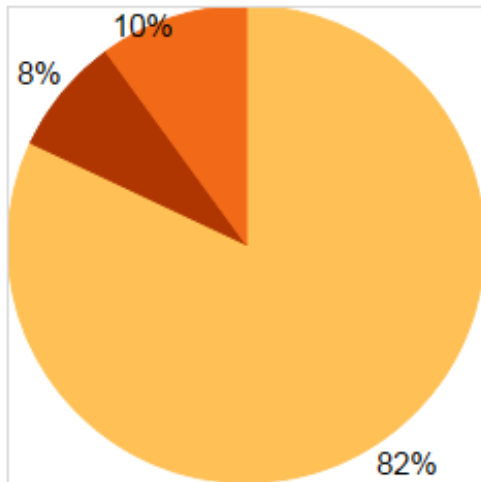
Have you recruited any additional positions in the last six months or do you plan to in the next six months?



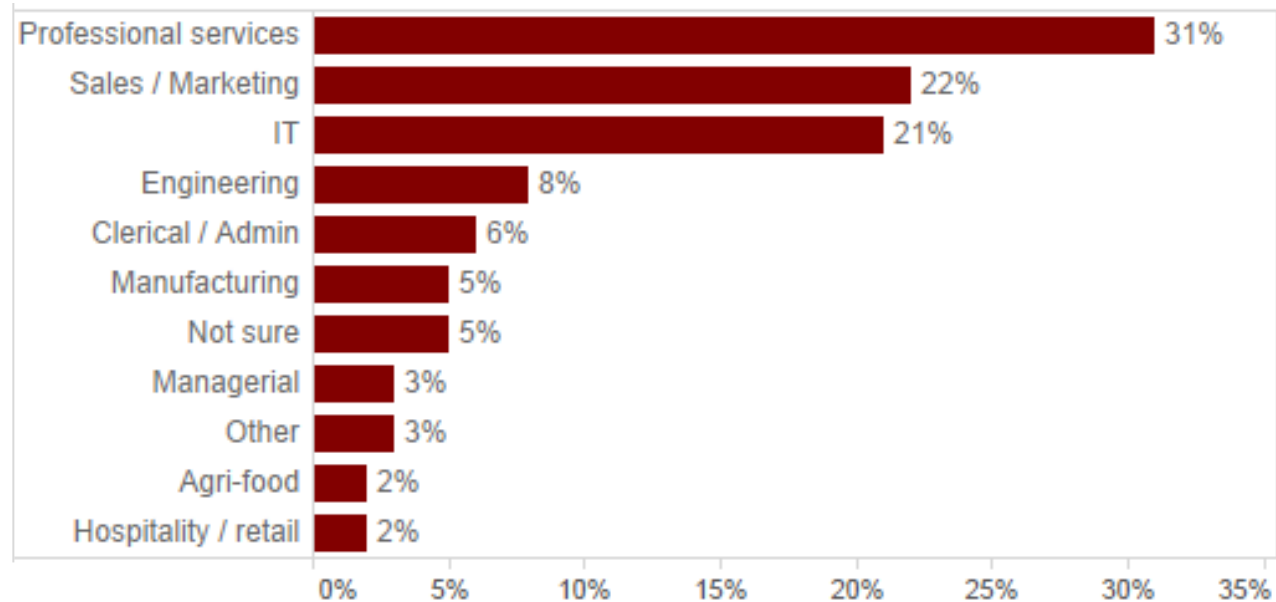
“Firms generally cautious about recruiting... Construction and services most positive...”

Graduate recruitment

Do you plan to recruit any graduates in the next two years? (% of firms)



Which skill areas will be you looking graduates for? (% of firms)



“Professions, marketing and IT grads most sought after...”

In conclusion...

Broad-based recovery with positive growth across all sectors

Sales performance reaching pre-crash levels

....and more businesses looking to recruit

Exporters outperform non-exporters not only in sales but also in skill levels...

InterTradeIreland Business Monitor

InterTradelreland's quarterly Business Monitor survey is the largest and most comprehensive business survey on the island covering business owner's views both Northern Ireland and Ireland from interviews conducted with more than 750 SMEs. It differs from other surveys by feeding directly from telephone interviews conducted with a robust sample of businesses across a range of sectors. It has a lengthy time series of six years and tracks all-island economic indicators such as sales, employment, business outlook and other specific topical issues on a quarterly basis.

In the next quarter, the Business Monitor will look at: Exports

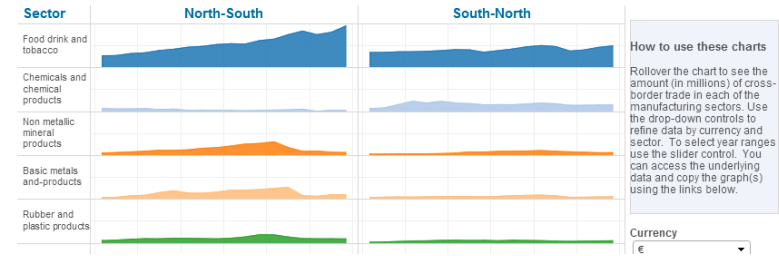
Did you know that at InterTradeIreland's website, you can find cross-border statistics and key data on cross-border flows?

Explore the interactive charts and data at:

<http://www.intertradeireland.com/researchandpublications/trade-statistics/>

Cross-border trade by sector

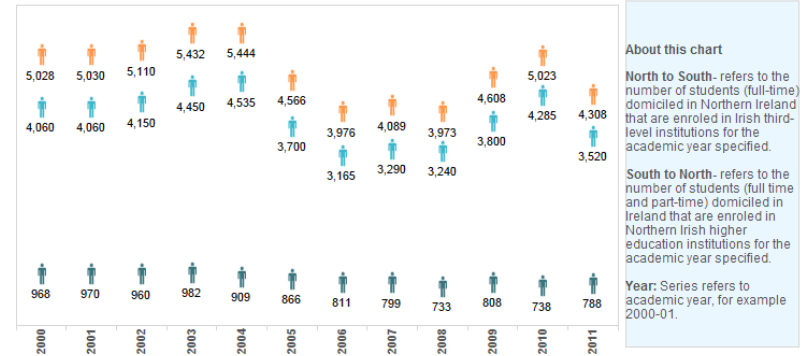
In these charts you will find cross-border trade data and trends for manufacturing sectors. For an analysis of the levels of aggregate and sectoral cross-border trade between Ireland and Northern Ireland, see InterTradeIreland's report 'A Gravity Model Approach to Estimating the Expected Volume of North/South Trade' (2009).



Cross-border Student Flows

These charts give an indication of the number students who are enrolled in higher education institutions from the other. The data supports findings from the OECD report 'Collaborating across borders: the case of Ireland-Northern Ireland' highlights that despite the proximity and absence on language barriers, student mobility north-south of the border, remains low.

Cross-border student flows



Northern Ireland's share of tourism revenue by origin

	2011	2012
Domestic	27.70%	28.55%
GB	36.78%	35.72%
Ireland	9.23%	10.25%
Overseas	26.29%	25.48%

Ireland's share of tourism revenue by origin

	2011	2012
Domestic	24.66%	23.83%
GB	19.35%	18.78%
Northern Ireland	5.15%	5.04%
Overseas	50.84%	52.35%

Tourism revenue by origin

