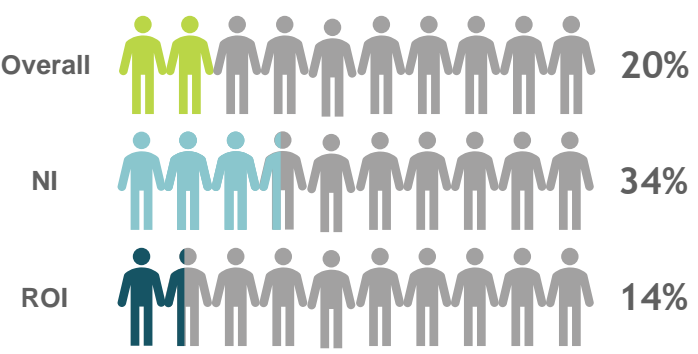


## CROSS BORDER TRADE

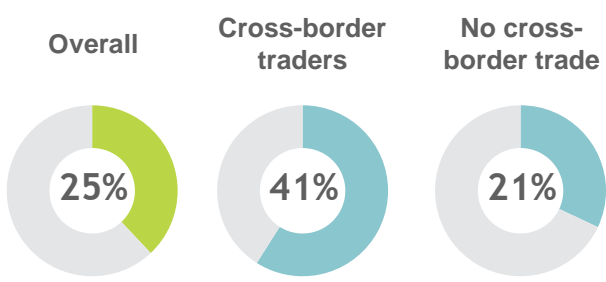
// Businesses were asked about their export activity

20% of businesses trade in their opposite jurisdiction...



...with cross-border traders more likely to be experiencing growth

% REPORTING MODERATE OR RAPID GROWTH



## PROFITABILITY

// Businesses were asked about their profitability

Cross border traders continue to remain profitable in comparison to those who do not trade in the opposite jurisdiction

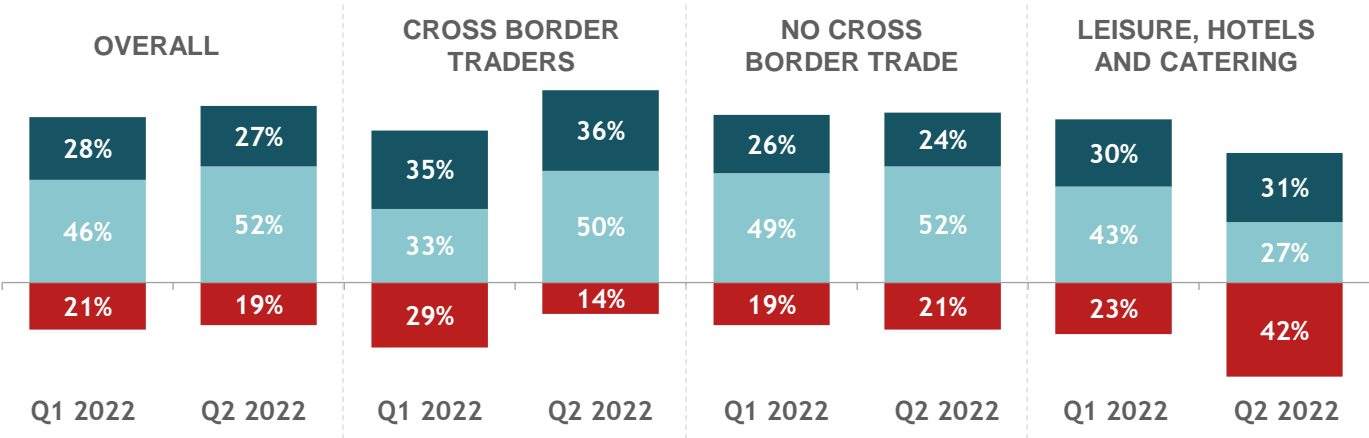
■ Broke even ■ Profitable



## SALES

// Businesses were asked about their sales compared to the previous quarter

■ Decreased ■ Remained the same ■ Increased



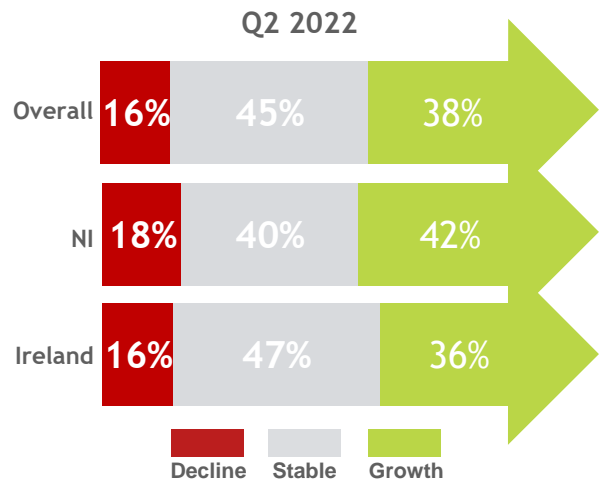
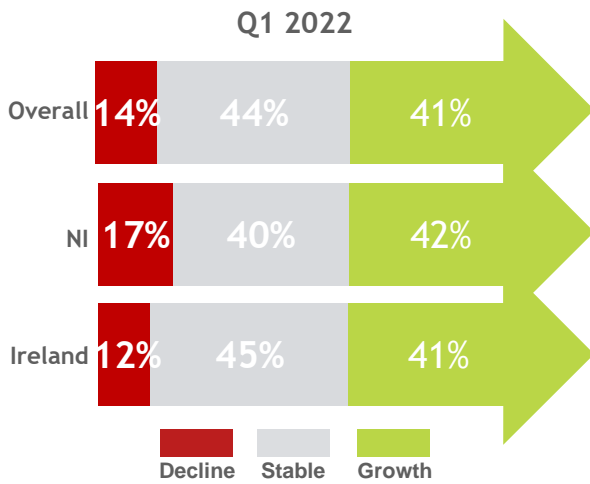
The sales performance of cross-border traders has improved this quarter...

...But the leisure, hotel and catering sector has continued to struggle



# BUSINESS POSITION

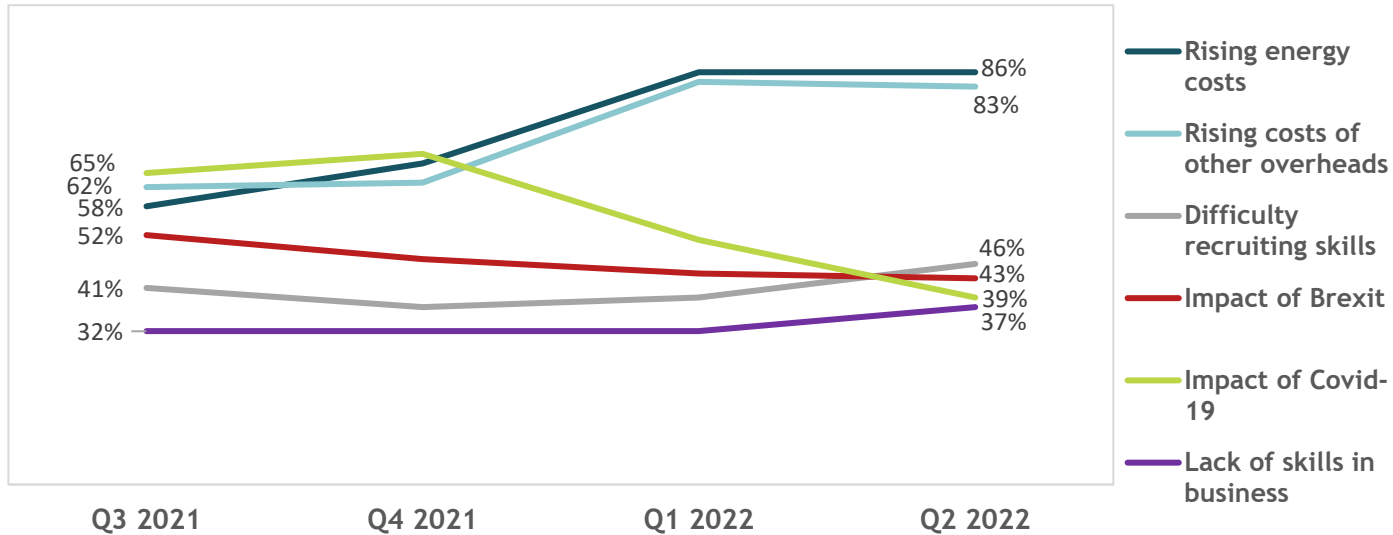
// Businesses were asked about their business position



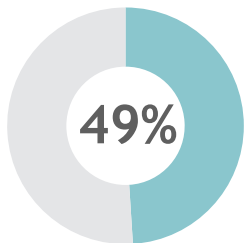
# BUSINESS ISSUES

// Businesses were asked about their current business issues

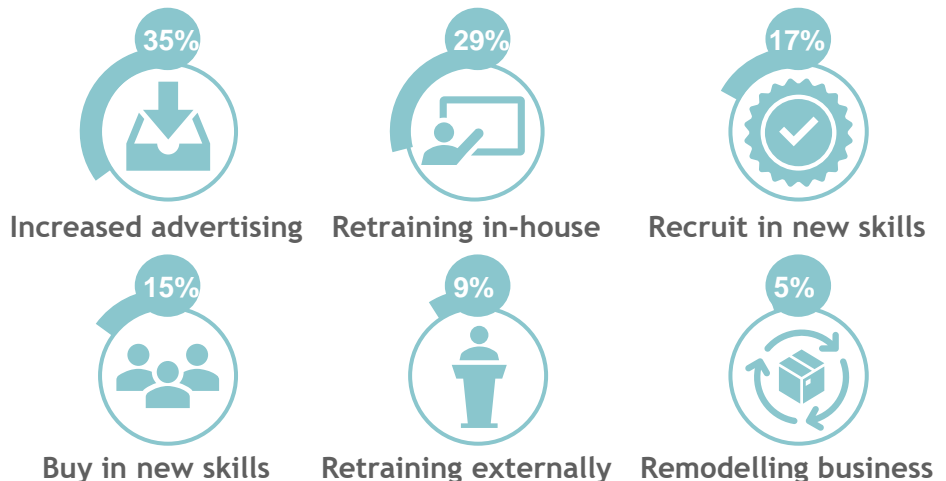
% RATING AS AN ISSUE (rating 3,4,5 out of 5)



% rating difficulty recruiting skills and/or lack of appropriate skills in workforce as an issue



## ACTIONS TAKEN TO DEAL WITH SKILLS ISSUES IN BUSINESS



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, including our Business Solutions voucher, which provides funding up to £5,000/€5,625 to help businesses explore the most effective ways of overcoming these ever-rising challenges. Visit [www.intertradeireland.com](http://www.intertradeireland.com) today or call 028 3083 4100 (048 from Ireland).

A telephone survey of 773 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 14<sup>th</sup> June – 15<sup>th</sup> July 2022.