



All-Island
Seedcorn
Investor Readiness
Competition 2026

Official Rules & Entry Kit



CLOSING DATE

1 pm Friday 24 April 2026

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InterTradelreland All-Island Seedcorn Investor Readiness Competition 2026 Official Rules & Entry Kit

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Rationale of the Competition

InterTradelreland's mission is to provide leadership, advice and support to maximize export growth opportunities through greater cross-border collaboration, innovation, entrepreneurship and trade.

InterTradelreland set out to assist the development of an equity culture on the island. The initial brief focussed on 3 key areas:

- Educating the demand side;
- Promotion of "best practice"; and
- Co-ordinating the supply side – focusing on seed and early stage.

InterTradelreland seeks to focus on assisting companies at the seed & early stage to improve investor readiness and ultimately capability to access early-stage equity finance.

InterTradelreland provides the following equity services to the business community:

- An island-wide education programme including seminars, master classes, and workshops to raise awareness of the availability and benefits of using and raising external equity to build businesses.
- Value added advisory services to founder entrepreneurs and businesses to assist in becoming "investor ready".
- Signposting for businesses seeking equity finance.

- An annual Venture Capital Conference; and
- A series of monthly regional equity advisory clinics.

Experience gained through the operation of these programmes and front-line engagement with early-stage companies and entrepreneurs has alerted InterTradelreland to the possibility of a sub €0.75million funding gap for seed and early-stage companies across the island despite an upsurge in venture capital activity over the past 10 years.

The objectives of the Competition are:

- To assist start-up companies in raising new equity.
- To enhance awareness of the various sources of private equity or venture investment finance.
- To stimulate activity /development of investor ready projects.
- To create a flow of quality business proposals/ deal flow.
- To accelerate the development of winning projects; and
- To create new venture role models.

Benefits of the Competition

The Competition offers entrepreneurs and early-stage businesses the following opportunities to share the overall prize fund:

- A total cash prize fund of EUR 800,000; The prize fund is split as follows:

Overall Winner	€130,000*	Overall winner being €50k as regional winner + €50k as category winner + €30k as overall winner
Best B2B, B2C or Deep Tech Company	€200,000*	Two awards (€100,000 each) being €50k as regional winner + €50k as category winner
Regional Winners	€450,000	Nine awards (€50,000 each)
Impact Award	€20,000	Best non-final winning company who will have the best measurable returns

(* payable by instalments based on achieving key performance indicators as agreed in advance with the Seedcorn project manager and set out in a letter of offer to the winner **"Letter of Offer"**).

- Accelerate the development of the business proposition and team.
- Learn how to present business propositions to investors and improve 'investor readiness'.
- Gain exposure with venture capitalists, angel and other investors.
- Increase the profile of the business; and
- Get feedback on the business plan.

Eligibility

The Competition is aimed at independent ventures incorporated on the island of Ireland (Ireland or Northern Ireland) in the seed, start-up or early stages of business development and ideally targeting international markets.

The Competition is aimed at independent ventures incorporated on the island of Ireland (Ireland or Northern Ireland) in the seed, start up or early stages of business development and ideally targeting international markets. The Competition is for individuals or venture teams, who have created, manage and own such ventures. The promoters/founder entrepreneurs are to have played a major role in conceiving the venture, continuing to have key management roles and to own significant equity.

Companies must be less than five years old on 24 April 2026.

Promoters must decide which category to enter:

The three categories are:

- i. B2B Company, for entities with a proposed customer base in the B2B space.
 - ii. B2C Company, for entities with a proposed customer base in the B2C space.
 - iii. Deep Tech Company, for entities rooted in breakthrough technologies such as life sciences, material sciences Artificial Intelligence / Machine Learning or Environmental Technologies.
- Companies will be asked at the initial upload phase to choose which category they wish to enter and to justify this by providing a short explanation as to why they have chosen this category.

- Only incorporated companies will be eligible to enter and competitors will be asked to provide their company registration number when applying for the Competition.
- All ventures must be seeking external equity capital.
- Generally excluded are the following: buy outs, expansions of established businesses, consortia, tax shelters, franchises and licensing agreements for distribution in a different geographical area. The pre-incorporated trading activity of a sole trader or partnership may be taken into consideration when considering the length of time in business viz a viz eligibility.
- Applicant promoters should be aged 18 years or over and only entries from such persons will be accepted. Employees or agents of, or family members of personnel of, InterTradeIreland or any member of the Judging Panel or other persons connected with this competition are not permitted to enter.
- Ventures which have already raised external equity of more than €1m (or sterling equivalent) are not eligible.
- The determination of eligibility shall be at the sole discretion of InterTradeIreland, which may, in exceptional circumstances, allow entry to competitors which do not strictly comply with all the above criteria.

Eligibility (continued)

By entering, the promoters agree:

- **they are aged 18 years or over.**
- **they have sufficient authority and any necessary approvals to:**
 - enter the Company into the Competition.
 - accept the Official Rules and Entry Kit, and any other terms and conditions that are applicable to the Competition, on behalf of and in the name of the Company.
 - submit any information or content relating to the Company to InterTradelreland.
 - receive communications about the Company and its participation in the Competition at the contact details provided in its registration; and
 - accept the assignment of training programs, invitation to events or award of prizes or challenges resulting from the Calls on behalf of the Company.

and that:

- **the Company:**
 - is an independent company that is incorporated on the island of Ireland (Ireland or Northern Ireland) in the seed, start up or early stages of business development (a company).
 - is less than five years old on 24 April 2026
 - is seeking external equity capital and has not raised external equity of more than €1m (or GBP equivalent).
 - is not a buyout, expansion of an established businesses, consortia, tax shelter, franchise for distribution in a different geographical area; and
 - is not subject to any contractual or other restriction which may prevent or impede it from entering the Competition and meeting the obligations outlined herein.
 - any information submitted to InterTradelreland by the applicant is complete and accurate and that the applicant shall notify InterTradelreland of any change to the same; and
 - they have read, understood and accepted these rules, the Official Rules, Entry Kit, and any other terms and conditions that are applicable to the Competition on behalf of and in the name of the Company.

Selection Criteria

The competition seeks –

- Innovative businesses or ventures either with Intellectual Property, niche novel services or which have a clear commercial potential in their target international markets.
- Products or service offerings which will build sustainable competitive advantage over time in the marketplace.
- Entrepreneurial spirit and drive of the promoters.
- Clear growth and business development opportunities.
- Ventures at the seed, start up or early stages of development.
- Commercial opportunity of a size and potential that warrants initial investment.
- Defined route to exit.
- Companies whose aims and objectives are deemed to encompass the spirit of the Competition.

Ethical issues, environmental and social impact will be considered. Selection will be based upon the above criteria and will exclude any consideration of an applicant's perceived religious beliefs, political opinion, racial group, age, marital status, sexual orientation, sex, whether an applicant has a disability or whether an applicant has dependants.

PHASE 1

The Application Process

All entrants to the Competition are required to complete an initial company information form via the Competition website. This will then allow access to the application form. The application form is to be accompanied by a short form slide deck setting out the company's investment proposal. All uploads should be made via <https://intertradeireland.com/funding/seedcorn>

The Official Rules and Entry Kit are available to download from the above website. The rules for completion of the application form are set out in section 5 below,

By applying on-line, the competitor will create their own unique account and password which must be subsequently used when submitting further documents and information. This should be done using a current email address and a memorable password.

There will be a maximum of twelve sections covering the basic areas of the business in the application. All sections are to be completed in three hundred characters or less. All sections of the application form must be completed for the application to proceed. The application must be accompanied by a short form slide deck (10-12 slides max) setting out the investment proposal. Presentation slide decks should be in the form of PowerPoint, Keynote or PDF. No other format is acceptable. A pro-forma slide deck is available to download from <https://intertradeireland.com/funding/seedcorn/hints-and-tips/short-form-slide-deck-hints-and-tips>

No other information should be uploaded at this time. Failure to upload a slide deck will mean that the company cannot be short listed for the next stage.

Upon completion of the application form, companies will be emailed a confirmation of receipt. Subsequent access to the upload system should be made using the chosen username and password.

Region

To apply entrants are required to confirm which region on the island the main business is based.

The entries will be grouped according to their region and assessed by the panel. The regions are;

1. Dublin (City and County)
2. Northern Ireland
3. Munster
4. Connacht & Leinster*

* plus counties Cavan, Monaghan, Donegal and excluding County Dublin

PHASE 1

The Application Process (continued)

Category

Companies must select which category they wish to enter the competition in and should explain in a text box why they have selected this category. There are three choices: B2B, B2C and Deep Tech.

B2B – The B2B (Business-to-Business) model offers scalable opportunities by providing high-impact solutions to enterprises and SMEs, addressing their operational, efficiency, and growth needs. By delivering tailored SaaS, consulting, or hardware services, B2B companies can drive significant business value across industries. This model potentially supports repeatable revenue streams, long-term contracts, and strong customer relationships.

The B2C (Business-to-Consumer) model drives scalable growth by selling consumer-focused goods or services through both online (e-commerce) and offline channels. It targets specific market segments, aligning offerings with consumer behavior, usage trends, and preferences. By leveraging data-driven insights and maximizing accessibility and customer engagement, entrepreneurs can create compelling value propositions.

DeepTech represents a unique investment opportunity, rooted in breakthrough scientific discoveries across fields like life sciences, materials science, Artificial Intelligence/ Machine Learning, and environmental technologies. With a focus on addressing high-barrier, complex challenges, DeepTech ventures often involve significant R&D and specialized expertise. Many startups originate as university-based spinouts, creating transformative, scalable solutions in areas like personalized medicine and sustainable materials. DeepTech may offer the potential for long-term, impactful returns, driving both societal change and significant market growth.

Applications will be grouped into the four regions and the three categories for shortlisting at phase 1. The deadline for receipt of applications to phase 1 is **1pm on Friday 24 April 2026**.

The short list will be announced at 1pm on Friday 15 May 2026.

PHASE 2

The Extended Deck or Business Plan

For Phase 2, companies have an option to upload either;

(a) An Extended Slide Deck along with a single PDF (maximum 5-pages) containing an extended executive summary along with financial forecasts, or

(b) A Business Plan

- The Extended Slide Deck should be limited to 30 slides and should contain all the information on the investment proposal but in a more detailed format than the deck supplied at Phase 1. Please note that the extended deck is not to be narrated. The information provided in the slides should be of sufficient detail to enable an investment decision to be made.

This must be accompanied with an extended executive summary (maximum 5 pages) along with financial projections. This should be uploaded in PDF format only. No other method is acceptable.

- Business Plans must be limited to 25 typed A4 pages of text, font size 12, including the executive summary and summary financial data. Detailed spreadsheets and appropriate appendices should follow the text portion of the plan. In total,

the plan should be no more than 40 A4 pages. Business plans will be accepted in one single printable PDF format only.

Appendices should be included only when they support the findings, statements and observations in the plan. Because, of the potential number of entries in this Competition, judges may not be able to read all the material in the appendices. Therefore, the text portion of the plan (25 pages) must contain all pertinent information in a clear and concise manner.

- For both formats, financial data should include historic performance where applicable, 3- or 5-year projected profit and loss accounts, balance sheets, cash flow forecasts and assumptions underlying the projections.
- Both formats should include an explanation of the offering to investors indicating how much investment is required and how it will be used.
- Both formats should delineate the possible exit strategies.

PHASE 2

The Extended Deck or Business Plan

For Phase 2, entrants should address the following information needs:

- **Value Proposition:** What is the value proposition for the target customer base (why must they buy your product)?
- **Market Opportunity:** Describe the target market, its size and growth prospects.
- **Customers:** List a few key customers. If not applicable who are the potential or beta customers (list only those that you are talking/working with)?
- **Competition:** Who are the key competitors and what is your sustainable advantage?
- **Product/Sales:** How will you reach your customer and make money?
- **Protection:** What can be done to secure the Intellectual Property?
- **Development:** Status of product? Include dates of expected milestones. Where are the growth/opportunity drivers?
- **Management team:** What is their background, are there skills gaps, is there a board of directors or advisers.
- **Historic Financing:** Current investors, amount raised, date raised, post-money valuation.
- **Proposed Financing:** Total amount to be raised and confirmation of any amounts already committed.
- **Proposed exit** (who, when, what type of exit)

InterTradeIreland have developed a resource which can be used as an aide memoir to help promoters prepare or update a business plan specifically aimed at potential investors. The 'Business planning tool' which uses the 'The Business Cube' methodology is available for download at <https://intertradeireland.com/funding/seedcorn/how-it-works>

Uploads for Phase 2 must be received by 1pm on Friday 7 August 2026.

Prior to submission of the Phase 2 upload, all companies will be invited to attend an Investment Planning Workshop to assist in the preparation of the deck / plan and/or a Seed Finance Workshop to understand the workings of an investment proposal. Attendance will be recommended but not compulsory.

In addition, all phase 1 short-listed companies will be offered a 1-2-1 session with InterTradeIreland's Lead Equity Advisor where they will receive tailored advice on their particular investment proposal. These sessions will take place on-line.

Extended Slide Decks will be accepted in PowerPoint, Keynote or PDF format only and must be supplied alongside a PDF of containing a maximum of 5 pages setting out the main points of the business proposal along with their Financial Forecasts. Excel Sheets are not permitted. Business plans will be accepted in PDF format only. Only one PDF can be submitted in total. Please contact InterTradeIreland if you have difficulty submitting a PDF copy.

The suggestions for the makeup of the business plan are set out in Section 5 above (phase 2)

Selection Procedure

Phase 1

After the Phase 1 closing date of 1pm on Friday 24 April 2026, an initial selection panel will view and assess all applications received and will short-list the business proposals.

Following the closing date, all applications will be grouped into each of the four regions on the island they have entered from:

1. Dublin (City and County)
2. Northern Ireland
3. Munster
4. Connacht & Leinster*

* plus counties Cavan, Monaghan, Donegal and excluding County Dublin.

InterTradelreland reserve the right to re-categorise an entry in terms of region from that selected when registering for the Competition. If a company is re-categorised, we will inform you in writing the reason for the re-categorisation. You will be asked to confirm in writing that you wish to progress in the competition on this basis.

In addition, each plan will be grouped into one of the three categories referred to:

- **B2B**
- **B2C**
- **Deeptech**

A company can only enter the competition in one category.

InterTradelreland reserve the right to re-categorise an entry in terms of category from that selected when registering for the Competition. This is to ensure that the spirit of the Competition is maintained. If a company is re-categorised, we will inform you in writing the reason for the re-categorisation. You will be asked to confirm in writing that you wish to progress in the competition on this basis.

Shortlisting will be completed and an announcement made at 1pm on 15 May 2026.

Phase 2

Shortlisted companies for Phase 2 will be invited to submit an extended slide deck or a full business plan by 1pm on Friday 7 August 2026. Extended slide decks should be in the format of PowerPoint, Keynote or PDF only and should be accompanied by a single PDF in the form of an extended executive summary plus the financial forecasts. Business plans must be received in one single PDF document format.

An independent selection panel will read and assess each Phase 2 upload, and those companies shortlisted will be invited to attend a regional final in early October. Companies shortlisted for the finals will be announced at 1pm on 28 August 2026. Generally, three companies from each category and region are shortlisted to progress to the regional final. However, a minimum standard must be obtained to allow a company to progress. It is at the sole discretion of InterTradelreland whether to shortlist companies for the regional finals.

Regional Finals

Regional finals will take place in October. Locations are normally as follows

Munster (alternates)	Cork or Limerick
Connacht & Leinster	Athlone
Dublin	Dublin
Northern Ireland	Belfast

The selected regional finalists in each category will be invited to make an investment pitch to a panel of judges. Where possible this panel will consist of private investors, members of the Board of InterTradelreland, venture capital professionals, financial advisors and entrepreneurial businesspeople across a range of sectors.

Each of the short-listed finalists will be provided with 10 minutes to present their pitch. This will be followed by a 20-minute question and answer session with the judges. Judges may request further information from applicants to critique the business case and substantiate the premise of the business plan.

Details of venues and judging dates will be posted onto the website in due course.

Following the pitches, the judging panel will select the winner in each category and these companies will be invited to pitch in the all-island final.

Four finalists (one from each region) will go forward to compete for the overall prize in the B2B Company category, four finalists (one from each region) will go forward in the B2C

Company category and the remaining four (one from each region) will compete for the overall prize in the DeepTech Company category.

Judging Panels will assess the proposals considering the information provided, the presentation on the day and the responses to the questions provided.

This quantitative assessment is meant to complement, not replace, the qualitative evaluation of the judges in their determination of winners. The panels in all rounds will be appraising the ventures to determine which represents the best investment opportunity. They will be looking for ventures which offer the potential for significant wealth creation. The judges will be playing the role of a potential investor consortium or syndicate. Therefore, the commercial potential of the business, innovative nature, credibility of the projections and assumptions and the ability of the individual or individuals to make it happen will be of key importance.

No communication will be entertained by the judges and the judges' decision shall be final.

Details of the composition of the judging panels shall be available on request. InterTradelreland will also publish details of selection and judging panels on its website prior to the start of the Regional Finals.

All-island finals

Each regional winner will be asked to complete a pro-forma Executive Summary document (approximately 5 pages in total) summarising their up-to-date business proposition for submission prior to the all-island final.

The twelve regional winners (four in each category) will be invited back to make their investment pitch to a panel of judges in one of three semi-finals on the morning of 12 November 2026. Semi-finals will run concurrently with four companies pitching at each semi-final. Where possible this panel will consist of private investors, members of the Board of InterTradelreland, venture capital professionals, financial advisors and entrepreneurial businesspeople across a range of sectors. This panel will select the overall winners in each category.

When the judges have selected the three category winners, those three companies will be invited to compete in the overall final on the afternoon of 12 November 2026.

These three companies will pitch for a second time, and a separate judging panel will select the overall winner of the competition.

Semi-final and final prizes will be payable by instalments based on achieving key performance indicators in the business plan as agreed with the Seedcorn Project Manager and set out in the Letter of Offer.

Impact

The Impact Award will be won by one of the 24 regional finalists who were not regional winners. The company that will generate measurable social and/or environmental benefits alongside financial returns, supporting sustainable and positive change.

Selection of the winner of the Impact Award shall be made by the Funding for Growth Executive after all regional finals have taken place and the decision shall be supported by recommendations made by the judging panels.

Protection of Confidential Information and Intellectual Property

The protection of intellectual property rights and confidential information is the responsibility of each applicant.

By entering the Competition, each applicant hereby agrees to InterTradelreland using all information uploaded by the applicant, including but not limited to business plans, video uploads and presentation slide decks, for the purposes set out within these rules which will involve sharing such information with, inter alia, third parties on the selection and judging panels and master class coaching panels.

The protection of intellectual property rights and confidential information is the responsibility of each applicant.

Applicants are urged to mark as confidential any portion of their entries which they consider to be of a proprietary or sensitive nature.

Applicants should also be careful about disclosing any “patentable concepts” in their entries.

Whilst InterTradelreland, as principal sponsor and organiser, will aim to ensure that applicants

retain their rights to any intellectual property and that the confidentiality of confidential information is maintained, we will not, due to the nature of the Competition, guarantee that all judges will sign non-disclosure statements. Accordingly, InterTradelreland can give no assurances as to the protection of intellectual property and confidential information and shall have no liability whatsoever to any applicant for any loss suffered.

By submitting an application, each applicant hereby warrants that information provided will not infringe the intellectual property, privacy or other rights of any third party and will not contain anything which is libellous, defamatory, obscene, indecent, harassing or threatening. InterTradelreland reserves the right, but not the obligation, to screen, filter and/or monitor information provided by applicants and to reject applications if necessary.

Data Protection and Publicity

Any personal data submitted by an applicant shall be processed by InterTradeIreland for the purposes of running the Competition in accordance with current data protection legislation, best practice and InterTradeIreland's privacy policy and shall not otherwise be shared with third parties not involved with the Competition without the applicant's consent. Data relating to applicants may be retained by InterTradeIreland in line with InterTradeIreland's Retention and Deletion Policy after the Competition closes to assist InterTradeIreland to operate competitions in a consistent manner and to deal with any queries. InterTradeIreland's privacy policy can be viewed here <https://intertradeireland.com/site-pages/privacy-policy>

The winners' names may be publicly announced and winners may be required to participate in promotional photographs and publicity. By applying for the Competition, applicants agree to publication by InterTradeIreland of their names and likenesses in its promotional materials and in other publicity without further remuneration or additional consent.

All branding and publicity in relation to the Competition shall be controlled by InterTradeIreland. Applicants shall not instigate any publicity without prior written approval from InterTradeIreland.

UK Subsidy Control Act

- a) Companies based in Ireland - The prize money is provided under the European Commission Regulation (EU) 2023/2831 on De Minimis Aid. Any Seedcorn winners must sign a declaration and provide InterTradelreland with details of all other De Minimis aid which has been granted to the company within the past three years. It should be noted that any false declaration by a company resulting in the threshold of €300,000 being exceeded, could later give rise to the aid being recovered with interest.
- b) Companies based in Northern Ireland - The UK has left the European Union, and the European State Aid rules now only apply to aid to companies that are within the scope of the NI Windsor Framework. These are companies that trade in or manufacture goods. If your company is within the scope of the Windsor Framework the de minimis rules referred to in the previous paragraph will apply.

For Northern Ireland companies operating wholly in the service sector, Seedcorn Awards are provided in accordance with the Subsidy Control Act 2022, The award is considered to be a subsidy as defined in Section 2 of the Subsidy Control Act 2022 and is being granted in compliance with the requirements of the Act.

Disclaimer

InterTradelreland cannot accept any responsibility for any damage, loss, injury or disappointment suffered by any applicant entering the Competition. Insofar as is permitted by law, InterTradelreland shall not, in any circumstances, be responsible or liable for any liabilities arising from the Competition, including but not limited to those arising in relation to:

- (i) expenditure or liability incurred by the applicant in relation to the Competition.
- (ii) any incorrect or inaccurate information entered by the applicant, or for any failed electronic data transmissions, inaccessibility or unavailability of the website or any combination thereof.
- (iii) any postponement or cancellation of the Competition.
- (iv) any changes to the rules of the Competition or the prize funds; or
- (v) any act of default of a third party, including but not limited to any member of the judging panel of the Competition.

General

InterTradelreland shall not accept any entry into the Competition that is incomplete, corrupted, or otherwise not in accordance with these rules of entry.

InterTradelreland reserves the right to terminate an applicant's entry into the Competition at any time on notice to the applicant for a breach of the applicant's obligations under these Rules.

If ownership of the organisation changes during the Competition, the applicant must notify InterTradelreland in writing. InterTradelreland has the right to suspend or terminate the applicant's entry to the Competition in the event of any such change of ownership of the Company, and/or a failure to disclose a change in ownership.

Entry into the Competition shall be deemed to be full and unconditional acceptance of the rules of the Competition. InterTradelreland reserves the right to vary the rules of the Competition at any time in its absolute discretion.

Each applicant acknowledges that the judges' decisions are final and no correspondence will be entered into in relation to any dispute arising out of this Competition.

If an applicant selected to progress to the next stage of the Competition declines to do so, InterTradelreland reserves the right to replace that applicant with the next highest ranked applicant (according to the rankings allocated by the panel of judges) that is willing to participate.

These rules, and any dispute arising out of or in connection with them, shall be governed by the laws of Northern Ireland and the courts of Northern Ireland shall have exclusive jurisdiction.



InterTradeIreland accelerates trade and economic growth by connecting business to new opportunities across the island of Ireland.

Since opening its doors in 1999, the organisation has supported the growth of cross-border trade from €2 billion to €15 billion, empowering companies to scale, innovate, and succeed — with many now competing successfully on the global stage.

Established under Strand 2 of the Belfast Good Friday Agreement, the organisation is driven by the principle of value through collaboration. Funded by both the Department of Enterprise, Tourism and Employment and the Department for the Economy, InterTradeIreland is uniquely positioned to lead all-island economic collaboration to drive trade, boost competitiveness and productivity and accelerate enterprise growth to maximise economic opportunities and prosperity.

To date it has directly assisted more than 61,000 businesses across the island, with thousands more SMEs benefitting from its specialist advice, as well as generating more than €1.95bn / £1.7 billion in business development value.

InterTradeIreland will endeavour to facilitate requests for alternative formats of this publication including Irish Language, Ulster Scots, Braille, disk and audio cassette.

For more information, please contact:

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