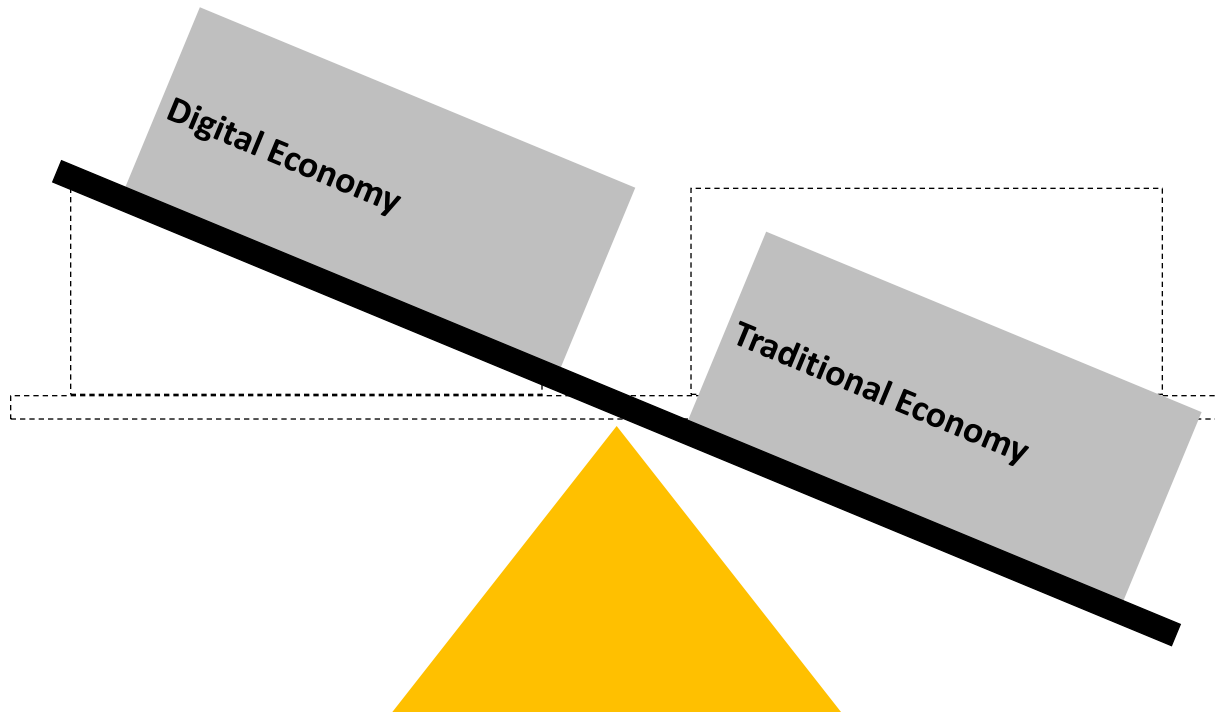




# Small Business Trading Online

**Dr. Stephen Brennan**  
Chief Digital Advisor, Irish Government



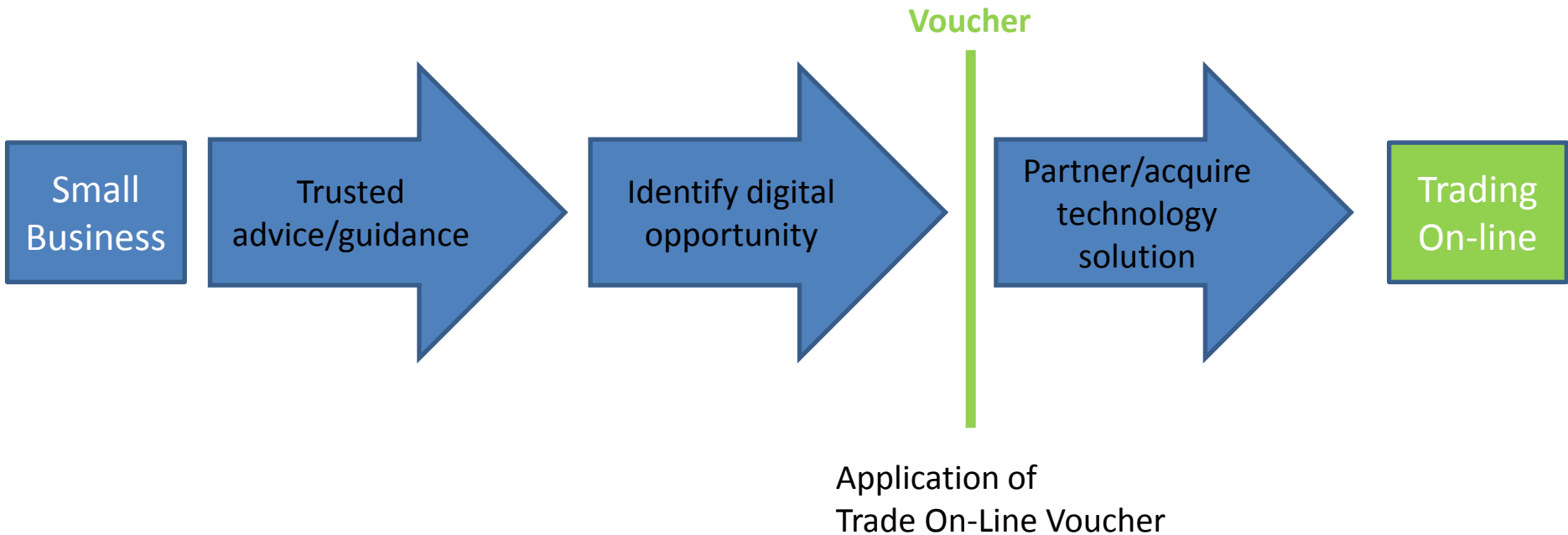
The **majority** of impact of Digital is in the **traditional** economy



Policy Intervention

# TRADING ONLINE VOUCHER SCHEME

# Small Business Trading Online



Up to €2,500 + training and support

# It works ...

When a business implement their trading online plan they **GROW**

**+84%** customer enquiries

**+21%** direct sales

# It works ...

When a business implement their trading online plan they **GROW**

**+ 35%** new jobs

# It works ...

When a business implement their trading online plan they **GROW**

**60%** see customers in **new markets**

1)UK, 2)USA and 3)NI

Thank You

**END**



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Trading online voucher scheme

[stephen.brennan@dcenr.gov.ie](mailto:stephen.brennan@dcenr.gov.ie)