



- Welcome & Intros
- NI IMAP Objectives
- NI IMAP Overview
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#### Business Solutions Approach



**Market Engagement** - over 1500 virtual opportunities, all fully funded



**Education** – be best prepared for recovery

**Environment** – creating the right conditions to sell



Tourism Recovery Action Plan





# 

## NIMAP



To support the recovery by enabling greater access to core overseas markets



To Remove the barriers to participation



To enable our industry



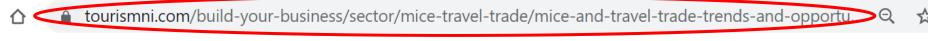
To make it easier for overseas buyers to buy Northern Ireland



To build on the legacy of 2019 in a Covid recovery environment



#### International B2B Opportunties



International trade opportunities

Office 365 Login |...



**Business Solutions...** 



My Meetings - Zoom



Northern Ireland's...





Contact Us Finance and Operat...

← All 'Support by sector'

Contents

- → International trade opportunities
- → Northern Ireland Industry Market Access Programme (NI IMAP)
- → Covid-19 Recovery Tourism Enterprise Development Programme
- → Get involved in our digital and social media channels
- → Feature your Experience
- → Northern Ireland Embrace a Giant Spirit

International trade

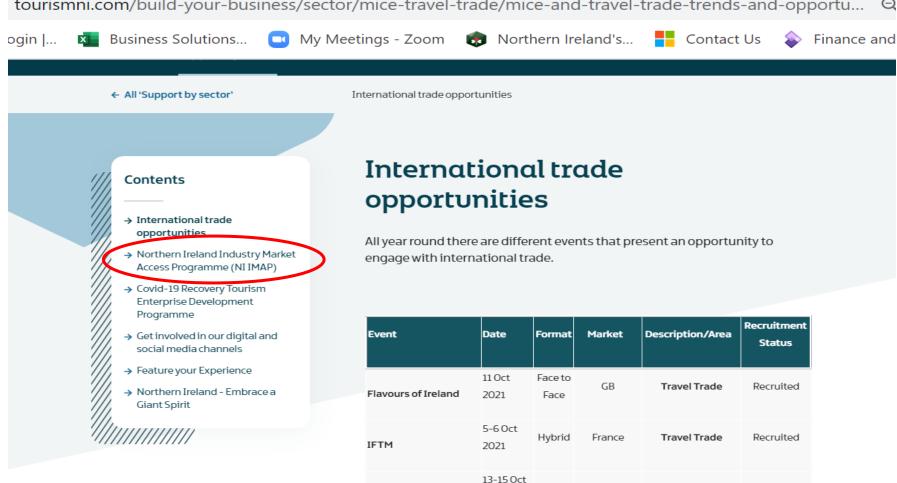
opportunities

All year round there are different events that present an opportunity to engage with international trade.

Event	Date	Format	Market	Description/Area	Recruitment Status
Wyred Ireland	17-19 Aug 2021	Virtual	US/European	Luxury	Recruited
Moulden Marketing GB LIVE Showcase	26 Aug 2021	Live	GB	MICE	Recruited
SMU International	26-28 Aug 2021	Live	US	MICE	Recruited

#### Northern Ireland IMAP website Location

tourismni.com/build-your-business/sector/mice-travel-trade/mice-and-travel-trade-trends-and-opportu...



2021

18-21 Oct

TTG

Travel Trade

Recruited

Recruitment

### Sign up Form

ourismni.com/newsletter-sign-up/ Northern Ireland's... Keep up to date on industry news & events tourism norther<mark>ni</mark>reland Sign up to receive the latest news and insights from Tourism NI First name 7 Enter your first name Enter your last name Enter your email Company Name\* County\* Postcode\* Country\* Primary Activity (e.g. Accommodation, attraction, local council, tour guide)\*

Start typing to show business typ	es 🔻
71 3	
What information would like to I	receive in addition to Tourism NI
News and Insights? (Please check	call that apply, for more
information hover over 🗓 )	
☐ Business Solutions Mailings   ☐ ☐	Industry Training and Information Session
Business Tourism Tradeshow Recruitment	Screen Tourism Updates
☐ Embrace a Glant Spirit (W)	☐ Tourism 360 Publications ①
Tourism NI Events Fund ①  Let us know which opportunities	or programmes you are interested
Tourism NI Events Fund ①	or programmes you are interested that apply)
Tourism NI Events Fund ①  Let us know which opportunities in applying for. (Please check all to the Accommodation Certification	or programmes you are interested that apply)  Marketing Opportunities
Tourism NI Events Fund ①  Let us know which opportunities in applying for. (Please check all to applying for Certification Grading Scheme	or programmes you are interested that apply)  Marketing Opportunities  Meet the Buyer
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