

## E-commerce 'growing in importance'

BY STAFF REPORTER

INVESTMENT in e-commerce is becoming increasingly important in Northern Ireland, according to a survey.

Around 260 people from sectors including wholesale and retail and lifestyle and home indicated they were willing to spend more on selling online. Of those already selling online, 96% of sales were into the EU. The survey was carried out by corporate law firm A&L Goodbody and Belfast web solutions agency Flint Studios.

Jeremy Biggerstaff of Flint Studios said: "It's really encouraging to see the level of investment and planning to date in ecommerce solutions. It also shows however that there is plenty of potential for growth for companies not already online."



From left, Mark Thompson, corporate partner at A&L Goodbody, and Jeremy Biggerstaff, managing director at Flint Studios