

HEY LEP Business Support Board

8th February 2023

Paper E – Export Update

Report by Andrew Finch, Export Partnerships Manager

1. Summary

1.1. This Paper provides an update on export-related activity and highlights current areas of focus which the Export Partnerships Manager is engaged in, which centre around the alignment of both DIT and HEY LEP international trade (export) objectives.

2. Recommendations

2.1. That the Board notes the Export Update report and agrees upon the continued direction of focus being taken.

3. UKSPF – Export Workshops

3.1. UKSPF Year 1: Hull Overseas Trade Awareness programme. Two suppliers provided quotes to deliver this project, with Hull and Humber Chamber of Commerce having been subsequently commissioned to deliver three export workshops, targeting Hull-based SMEs. Workshop themes include Europe, International trade support, Digital / E-Commerce

3.2. Overall target outcomes for the project include 30 x businesses being supported to increase knowledge of export activity by workshop attendance and 10 x businesses being supported to increase their export capability.

3.3. HEY LEP will also commission a (UKSPF-funded) digital marketing campaign to complement the Hull Overseas Trade Awareness project activity, engaging target companies in the above themes.

3.4. The project will be delivered by the end of March 2023.

3.5. UKSPF Years 2+3: HEY LEP will submit a further export intervention project entitled 'Export Support Grant scheme, which will look to offer match-funded grants to eligible companies to facilitate their attendance at international trade fairs, both in the UK and abroad (with a focus on Europe). Companies operating across all sectors will be targeted, but with target growth sectors being prioritised, as detailed in HEY LEP's Economic Growth and Workforce Wellbeing Strategy. The project will look to principally contribute to the following UKSPF outputs and outcomes, as identified by Hull City Council:

Number of enterprises increasing their exporting capability
Number of enterprises engaged in new markets
Number of enterprises receiving grants

Grants could be match-funded on a 60:40 basis, funding around 30 companies based on the export allocation currently being made available by Hull City Council.

The project would run between April 2023 and March 2025.

3.6. The proposed Export Support Grant scheme project could easily be extended to cover SMEs located across East Yorkshire, should East Riding Council agree to co-fund the project from its UKSPF budget, thus targeting a greater number of companies across HEY region.

4. Planned Inward Missions

4.1. DIT is engaged and coordinating planned inward missions to the Northern Powerhouse (NHP) region, many of which include visits to Hull, East Yorkshire and the wider pan-Humber region. HEY LEP will be invited, as appropriate, to engage with incoming delegations and facilitate contributions from interested stakeholders across the region.

The majority of the following planned inward missions / delegation visits focus around clean energy:

Brazil - Offshore Wind (OSW) inward mission by delegates of the Social Service of Industry, Rio Grande do Norte state, focused on businesses and organisations that service the OSW industry (i.e. logistics, ports, training, hotels etc)

Colombia - Inward visit from Ecopetrol (largest and primary petroleum company in Colombia) with an interest in renewable energy sources – includes visit to South Humber (Phillips 66)

The Philippines – Offshore wind delegation visit

Poland - Inward Tech delegation visit, focusing on FinTech and MedTech, visiting Manchester, Leeds and Hull

Vietnam - Offshore wind delegation visit

plus LATAC* Energy Roadshow and USA Roadshows being held across the NPH.

*LATAC – Latin America and the Caribbean

Offshore Wind Connections (Hull, May 2023)

DIT is looking to have a stand and presentation room (tbc) at this event and to arrange an inward mission for global businesses around this event and to the Northern Powerhouse region.

5. Regional Export Events

5.1. HEY LEP is working with DIT to facilitate more export-related engagement event across the region, commencing with Beverley (Growing your business globally) and Goole (Made in Goole, Sold to the UK)

5.2. Humber Biz Week 2023. Currently discussing the potential for a DIT/Chamber/HEY LEP event around international trade during Biz Week.

6. Internationalisation Fund

6.1. Applications to the internationalisation fund closed at the end of December 2022

- 6.2. DIT is exploring options for a new funding programme to replace the internationalisation fund, although nothing is currently on the horizon. Note, a UKSPF Export Support Grant scheme (above) could help bridge any gap between central DIT funding being available to support SMEs in their export activities.
- 6.3. Total Internationalisation Fund budget for Humber LEP: £402,336 (Export grants of up to £9K on a 60:40 match-funded basis).
- 6.4. The Export Partnerships Manager will provide an impact assessment summary report to a future Business Support Board, which will demonstrate how companies across Hull and East Yorkshire have benefited from internationalisation fund grants.

7. Food and Drink Export Council (FDEC)

- 7.1. The FDEC is a collaborative expert committee, co-chaired by DIT and industry, focused on boosting UK food and drink exports.
- 7.2. Established on the recommendation of the Trade and Agriculture Commission, which was tasked to advise the UK government on how to best advance the interests of British farmers, food producers and consumers in future trade agreements.
- 7.3. The work of the FDEC will be of interest to those Food and Drink producers and manufacturers operating across Hull and East Yorkshire who are looking to engage with new export markets.