

HEY LEP Board

18th January 2022

Paper D – Export Delivery Plan Update

Report by Andrew Finch, Export Partnerships Manager

1. Summary

1.1. This Paper provides an update on the Export Delivery Plan 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 Delivery Plan update report.

3. Current Focus and Objectives

3.1. The Export Partnerships Manager is currently focused on the following objectives:

A) Leveraging external funding to support a series of export interventions, including UKSPF (see 4. below)

B) Further alignment of HEY LEP strategy with wider DIT objectives:

- *Unlocking DIT data to inform HEY LEP strategic objectives around engagement with Free Trade Agreements (FTAs), identifying those of potential benefit to the region*
- *Freeport engagement – identifying appropriate mechanisms around export*
- *Feeding export objectives and outcomes into HEY LEP's Annual Deliver Plan 2023/24*

C) Engagement with potential delivery partners for export-related projects and interventions and identify others for wider engagement

4. Export Interventions

4.1. Currently awaiting feedback from both Local Authorities in terms of the next steps for developing export intervention project ideas into full business case proposals.

4.2. Export intervention project ideas submitted, totalling £1.5M, include:

- Regional Trade Mission Programme (Europe-focused)

- International Trade Digitalisation Fund
- Regional Export and Import Engagement Project (EU-focused)
- Export Awareness Project

5. Export Communications Strategy

5.1. A marketing budget proposal of £10K has been submitted to DIT for HEY LEP to commission a series of regional Free Trade Agreement engagement events, which could be delivered by a range of delivery partners to:

- provide an overview of FTA SME Chapters¹ and what this means for SMEs across the region in practice (*FTA SME Chapter provisions are of particular interest, noting that SMEs, including micro, make up 98% of businesses across HEY region*)
- examine FTA provision for the exporting of both goods and services
- look at how FTAs can reduce trade barriers
- focus on how SMEs across HEY region can look to engage with those markets where FTAs are being concluded.

Expected budget request outcome: November.

FTA Engagement events scheduled to be completed before end March 2023.

6. Import / Export Skills Bootcamps

6.1 Hull and Humber Chamber of Commerce is delivering a 16-week import / export skills bootcamp to two cohorts commencing in September, aimed primarily at those already employed in an international trade role that have not had any formal training and would like to update and develop their skills. A good example of cross-LEP collaboration and positive engagement with a key regional export partner.

¹ Within Free Trade Agreements, there are chapters which contain provisions to help SMEs take full advantage of the opportunities that the FTA presents, including provisions to address the specific interests, needs and unique challenges that SMEs may face when doing business in international markets.