

Appendix 1

Leeds City Region Enterprise Partnership Trade Activity Progress Report 2018

1. Context

- 1.1. The vision for the Leeds City Region is “to be a globally recognised economy where good growth delivers high levels of prosperity, jobs and quality of life for everyone.” The Leeds City Region Strategic Economic Plan 2016 (SEP) provides the framework for good growth, which will be achieved by working jointly with partners and stakeholders.
- 1.2. The Leeds City Region International Trade Plan seeks to articulate this ambition from a trade perspective through the following priorities:
 - To increase the number of SME exporters in Leeds City Region.
 - To drive up the value of exports across Leeds City Region.
- 1.3. This will be achieved by focussing on four themes:
 - **Simplify** - Simplifying the international trade support landscape for businesses in Leeds City Region and providing a joined-up, collaborative approach that is both accessible and supportive at all stages of a business’s export journey.
 - **Connect** – Connecting international trade activity to other areas within the Leeds City Region Enterprise Partnership to drive a stronger partnership approach to service delivery.
 - **Inspire** - Inspiring more businesses in Leeds City Region to internationalise to service new markets and customers as an integral part of their business growth plans.
 - **Target** - Targeting key sectors and markets to maximise the overseas trade opportunities available to businesses in Leeds City Region.

2. Overview

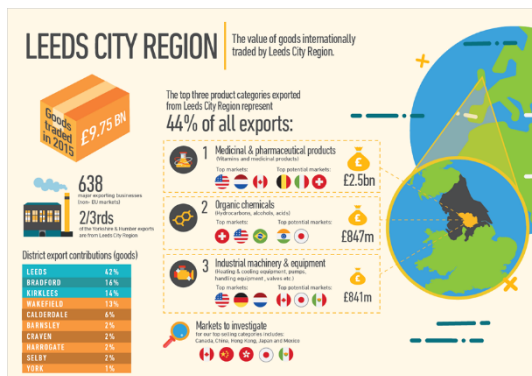
- 2.1. All trade activities undertaken fit within one or more of the themes, with a particular focus throughout 2017/18 on the ‘Inspire’ and ‘Target’ themes. These themes are more customer focussed to create more connection and engagement directly with businesses through partnership activity.
- 2.2. The identification of key activities was informed by input from trade partners, emerging opportunities and the availability of resource. The MDS Transmodal trade analysis (see below) also supported the determination of key activities, as this provides for the first time, a snapshot view of trade in goods within the city region as well as an indication of potential export opportunities to be explored further.

- 2.3. Activity in 2017/18 delivered 98 export enquiries to the Growth Service, 152 export referrals and 118 businesses engaged through trade initiatives.

3. Key Activities

3.1. MDS Report

- 3.2. Working with the Regional Economic Intelligence Unit, **MDS Transmodal** were commissioned to undertake a review of the trade performance for the city region. Official data on both the value and volume of trade flows for the UK has historically only been available at national and regional (Yorkshire & Humber) level which makes it difficult to assess the performance at city region level. Official data from HMRC has historically only been available at regional (Yorkshire & Humber) level. So this is the first time that an



independent assessment of export activity in Leeds city region. MDS Transmodal therefore looked at trade in goods (not services), and estimated value of Leeds city region trade by destination country and commodity (SITC code).

3.3. Review of the International Trade Working Group (ITWG)

- 3.4. The role and remit of the **International Trade Working Group** was reviewed with a particular focus on its key role of identifying ways of working in a more joined-up, collaborative way. The ITWG has provided a valuable role in developing the trade plan for the city region. To enable the delivery of the Plan however the Group needed to widen and reflect a truly inclusive partnership across the city region. There is however undoubtedly a need to grow and evolve the group to better reflect the current environment which facilitates engagement with a wider group of partners. There are for example organisations for whom international trade is not their sole focus but are nonetheless important partners in terms of the knowledge, expertise and engagement with the business community.

- 3.5. The Group has therefore changed to create a more inclusive and open 'partnership' model, which allows for a more agile and organic approach to the discussion of key issues, the dissemination of information and messages between partners and perhaps most importantly the delivery of key activities in a cohesive way. Evolving engagement with a broader range of partners enables work with a wider range of public and private sector partners and organisations in the city region who have an interest and role in supporting businesses to trade internationally.

3.6. Online resources

3.7. Communication now takes more of a 'campaign' approach with greater use of the LEP website and digital media to disseminate key messages.

3.8. 2017/18 saw the **#LetsTalkRealBusiness** campaign continue, reaching 16,416 twitter accounts, a comparison of visits to the business pages of the LEP website show an increase of 30% from 16/17 to 17/18, demonstrating the value of the #LetsTalkRealBusiness campaign.

3.9. Some exciting, informative and insightful collateral including blogs, videos and digital banners have been produced as follows:

Let's talk... selling to China



Hailing Yu, pictured, ([@hailingyu22](#)) is the China Business Adviser of the UK Northern Powerhouse, China Britain Business Council (CBBC), drawing on 20 years' experience working in, running and supporting businesses in both China and the UK. Here Hailing discusses the exciting potential for Leeds City Region businesses to tap into Chinese markets through social media and e-commerce.

FROM THE BLOG



21th September 2017
Let's talk... real business in the Middle East

Veteran of trade missions, Munir Mamujee, MD of m2r Education, discusses his top tips for doing business in the Middle East.

READ MORE

VIDEO



Women in business: Gulf States with Victoria Boldison and Saeeda Ahmed

PLAY VIDEO

3.10. Improvements to the trade pages on the LEP website are being developed, in particular to the trade landing page and the format and layout of the content. This will include a more practical and intuitive representation of the trade support landscape in the region, highlighting where businesses can receive support to address key questions and issues. This will hopefully improve both the understanding and accessibility for businesses looking to receive support for their trade activities. There will also be specific campaign pages and a calendar of events. The new look pages will be 'live' in autumn 2018.

3.11. Growth Service

3.12. Under the 'Connect' strand of the International Trade Plan consideration has been given to how trade can be better embedded within the work of the Growth Service. This has included encouraging the Growth Managers and



International Trade Managers to become 'buddies' to develop their relationships to increase understanding of each other's roles and improve the quality and quantity of referrals. Department for International Trade advisers have also attended The Growth Service 'Pop-Up' Cafes to broaden the range of advice available to attendees of those events. At the end of 2017/18 the Growth Managers were also asked to survey their clients on their international trade activity. This pilot International Trade Survey asked businesses that had received support from the Growth Managers about their current overseas trade activity and future plans. This survey will be repeated in 2018/19 to start to build up a picture of changing behaviours and activities.

3.13. China

3.14. China continues to be an important target market for the city region from both a trade and investment perspective. The focus for 2017/18 was to take a more pro-active stance from a trade perspective, to further build the city region's relationship with Netease/Kaola and extend the reach by exploring where future trade opportunities can be maximised. The MDS report identified that both China and Hong Kong are markets to be investigated where there are potential untapped trade opportunities for the city region.

3.15. The year began by participating in the **Netease European Conference** in Frankfurt. This was an excellent opportunity to demonstrate the city region's commitment to the relationship with Kaola and to meet key personnel responsible for developing their European markets.

3.16. In August the second city region catalogue of 39 potential suppliers was submitted to **Kaola** for their consideration. This was followed in December by a visit to the region by Qin Wang, their newly appointed UK representative to participate in a '**Meet the Buyer**' event with suppliers included in the catalogue. This was hosted on by Shulmans LLP on behalf of the LEP.



3.17. Hong Kong

- 3.18. In September the LEP attended the **Think Asia, Think Hong Kong** conference organised by the Hong Kong Trade Development Council. This helped to improve understanding of the role of Hong Kong as a trade gateway to mainland China, but also as a market in its own right. At this event, DIT announced their intention to host a **Great Festival of Innovation** in Hong Kong in March 2018 to showcase not only the UK's strengths but also to promote trade links between Hong Kong and the UK. The LEP subsequently travelled to Hong Kong in March as part of the Northern



Elaine Taylor-Whilde, CEO of [Nine Health CIC](#), who joined the PM Theresa May on her trip to China in January this year, is in Hong Kong for the Festival and had this to say about how international cooperation is the key to prosperity and happiness on a global scale.

Powerhouse delegation. This was an excellent opportunity for an initial trade and investment focused visit to Hong Kong. Participating in the Great Festival of Innovation as part of the Northern Powerhouse delegation provided an excellent basis for the visit and access to relevant contacts and presentations.

- 3.19. Meetings outside of the Festival provided valuable insights and introductions to key contacts to be developed in the future. Meeting people face to face 'in market' is an important way of showing a commitment to the market and to developing long standing relationships, an important factor in such markets. During the week the LEP attended ten keynote speeches and panel sessions at the Great Festival of Innovation, which provided valuable insights into innovations taking place in the region's key sectors, trade opportunities, and UK-Hong Kong government policies. Meetings were also held with key intermediaries and relationships developed with the DIT Northern



We catch up with Jon Geldart, Chair of the Yorkshire and Humber Institute of Directors, and Executive Director Markets Development Greater China, to discover more about why Hong Kong, a place where 'West meets East', is such an important market for Leeds City Region businesses.

Powerhouse team, and central DIT China team. The visit generated 53 new contacts from attending three evening events, two Chamber of Commerce events, and generated one potential inward investment project and explored opportunities for greater involvement in the UK-Hong Kong FinTech Bridge initiative. With a population of over 7 million, Hong Kong also presents a valuable potential trade market for the city region.

3.20. Exporting for Growth

3.21. The LEP has continued to work with the Exporting for Growth team to deliver key aspects of this programme.

3.22. July 2017 saw the launch of **Export Exchange**, the peer to peer export support network with an initial cohort of 50 experienced business patrons recruited to share their knowledge and expertise of trading internationally with less experienced exporters. This has been followed by regular targeted events throughout the year on topics such as selling to China, routes to market and the US.



Businesses in the Leeds City Region are to benefit from a unique regional initiative aimed at boosting international trade. It has been announced in Leeds, **ExportExchange** is an online and offline network and unique collaboration, which aims to help businesses within the city region and beyond to increase exports, grow revenues and create employment.

The ExportExchange programme is backed by the European Regional Development Fund and delivered by the Leeds City Region Enterprise Partnership (LEP), the Department for International Trade (DIT) and a number of private sector media, marketing and export specialists. The initiative was launched by Roger Marsh OBE, Chair of the LEP, and Martin Sudbury, head of the Northern Powerhouse for the DIT, on Friday 30 June at **LEP's** Salem Chapel building in the Hobcock area of the city.

The launch event saw a host of invited guests from businesses in the Leeds City Region that are successfully exporting come together as 'patrons' to back a programme that will pool their expertise and know-how to help Yorkshire firms that want to develop their overseas trade.

Roger Marsh said: "The need for businesses to seek more diversified global growth has never been greater. A recent HMRC report found that in the year to March 2017, Yorkshire & the Humber saw an increase in the value of exports of 7.5% so we know the ability to achieve this exists. We challenged the business community to mobilise expertise within the region to help a new generation of would-be exporters and, with the collaboration of over 50 new patrons from some of the region's most successful exporters, we've built a unique support network which is 100 per cent free to use."

Under the ExportExchange programme, the patrons, all experienced exporters and business leaders from across the Leeds City Region - which includes Skipton and Harrogate in the north, Barnsley in the south, and York - will share their expertise on every aspect of exporting and growth with fledgling SME exporters.

Peer-to-peer advice, based on years of global trading in diverse sectors and markets, is central to the initiative and mentoring will also be on offer for businesses that are looking for help with trading overseas. The initiative also includes a bespoke online portal, www.ExportExchange.co.uk that directs enquiries and requests for assistance securely to the most qualified and relevant patron.

Victoria Bolderson, network manager for the initiative, said: "Dozens of firms across Leeds, Harrogate, Huddersfield, Barnsley and York have already come to us and signed up online and forwarded specific enquiries during our testing and recruitment process, and we are now opening the ExportExchange.co.uk network to registrations from any business in the region. It takes just a couple of minutes to register and fire in a question or enquiry with a couple of clicks, it really is that simple."

A series of quarterly events is planned as part of ExportExchange to bring experienced and would-be exporters together, to inform on key issues and to provide interaction between patrons and businesses. The events are also designed to help businesses navigate the range of overseas trade resources available regionally.

Victoria Hopkins, managing director of Pudsey-based catering equipment manufacturer **Hopkins Catering**, was among the first patrons to sign up to the scheme. "We have learned so many lessons in our experience with overseas post orders and trade

3.23. The LEP also supported DIT to recruit a new Exporting for Growth **Export Co-ordinator** for Leeds City Region. This post forms an important role in the co-ordination of export activity across the city region and a pivotal link between the LEP and DIT trade delivery activity.

3.24. Gulf States

3.25. The LEP was pleased to host the delegation of visitors from overseas Posts and the Overseas Business Network on their annual **Gulf Tour** of the UK.

3.26. This confirmed the importance of the region's focus on the Gulf States as a potential market to explore further, with specific focus on the health and lifesciences sector.

3.27. As a result the LEP participated at **Arab Health** in January as part of the UK



Pavilion and delegation organised by Medilink. Arab Health is the largest gathering of healthcare and trade professionals in the Middle East & North Africa (MENA) region. The 2018 event welcomed more than 4,200 exhibiting companies and 103,000 attendees from 150+ countries.

3.28. There is no doubt that Arab Health is a truly international event. On the Leeds City Region stand over 100 contacts were made from countries across the Middle East but also South America, Europe and Asia. The stand also had visitors from the UK who were clearly impressed the city region was present and showcasing the region's capabilities.

- 3.29. Sky News Arabia also filmed an interview on the Leeds City Region stand with Paxman Coolers for broadcast on their breakfast news show. Sky News Arabia broadcast to more than 50 million households in the MENA region.
- 3.30. The feedback from some of the companies showcased on the city region stand demonstrates that attendance has been of great value to them

'Thanks for showcasing our products on your stand..... extremely indebted to LEP for your support.'

'It was a pleasure to work with you both and I would like to say thank you again for the opportunity to host the system on the stand – I would have not been able to secure similar profile had we not had that foothold at the show.'

'Our ability to display at Arab Health was a great opportunity for us to showcase our product and at the same time understand the volume of potential customers who may be in attendance to help us make a decisions as to whether we would attend on our own in the future.....'



3.31. DFID Regional Supplier event

- 3.32. On 6th December, the LEP hosted a **Regional Supplier Event** on behalf of the Department for International Development (DFID). With a keynote speech by the Minister of State for International Development, The Rt Hon Lord Bates, the event focussed on helping local businesses and organisations explore opportunities to win business delivering overseas aid and development contracts. Feedback from those who attended was very positive with requests for further activity looking in more detail at the DFID supply chain and specific opportunities.



3.33. Food and Drink

- 3.34. On behalf of the Northern Powerhouse the LEP organised a **Meet the Buyer Event** between 15th and 17th January as part of DIT's **Western Europe Food & Drink High Value Campaign**. A group of food and drink buyers from European markets of Germany, France, Switzerland & Austria were

hosted at a Meet the European Food & Drink Buyer Event. The event included workshops, 1:1 meetings and a marketplace event. During the event, there were 154 meetings with the buyers and over 50 companies participating in the marketplace activity. The partners for this event were DIT, RTC, Deliciously Yorkshire and Santander.

REGISTER YOUR INTEREST

Meet the European food & drink buyers

Are you a supplier of food and drink products and interested in supplying the European markets of France, Germany, Ireland, The Netherlands or Switzerland?

Come and join us to explore these opportunities, meet buyers and to participate in a 'marketplace' networking event to showcase your products to a new audience.

PRODUCTS OF INTEREST INCLUDE:

- Snacks, savoury and sweet
- Organic and free-from
- Healthy options
- Alcoholic and non-alcoholic beverages
- Cheese
- Biscuits and shortbread
- Jam, marmalade and curd
- Sauces and chutneys
- Condiments
- Convenience and ready meals
- Own label
- Sauces and seasonings in jars
- Confectionery products and chocolate
- Meat
- Fresh fish and seafood
- Asian products manufactured in the UK

OPPORTUNITY:

- Showcase your products at a marketplace
- Engage in 1-1 meetings with European buyers

In 2016 exports of food and drink from the UK exceeded £20bn for the first time, up 10.5% on 2015. £9.9bn of those exports went to EU markets, the equivalent of 71.4% of the total UK food and drink exports. Four out of five of the top export markets in 2016 for UK food and drink were in the EU.

FOR MORE INFORMATION, PLEASE REGISTER YOUR INTEREST [HERE](#).

We are working in partnership with:

LEP LEEDS CITY REGION ENTERPRISE PARTNERSHIP

Tuesday 14th January
The Pavilions of Harrogate,
Harrogate, HG2 8NZ

Food And Drink Brands Open The Door To European Markets

Food & Drink | Food | News | Harrogate | Manufacturing | 10:00 AM - 10 January 2017



Buyers from Europe, representatives from DIT, the LEP, RTC, North and Deliciously Yorkshire

Please share the news



Food and drink buyers from four European countries gathered in the Pavilions of Harrogate to meet over 100 ambitious Northern companies who want to increase their exports to the EU.

Business who came along to the event included Harrogate-based Spirit of Harrogate makers of Singby Gin, Thirsk-based Shepherd's Purse Cheeses, Leeds-based North Brewing company and Bradford-based Seabrook Crisps alongside many other familiar local brands.

Karsten England chief executive of Bradford Council and Leeds City Region Enterprise Partnership (LEP) led chief executive for Business, Innovation and Growth said: 'I'm delighted so many Leeds City Region businesses came along to the event today as EU countries are the biggest market by far for UK for this sector.

'Last year, exports of food and drink from the UK exceeded £20bn for the first time, half of which went to EU markets, up 10.5 per cent on 2015. Opening the door to international markets is all about working with the right partners and getting the right support and the LEP can help simplify that.'

Achim Helbig, CEO at BrauArt britische Biere (pictured third from right, back row), one of the buyers based in Düsseldorf, Germany said: 'I've met a number of very interesting companies and tasted good quality products, some of which I was aware some I wasn't.

'Today has shown me what a wealth of great SMEs there are in Yorkshire and their personal approach to running a business, which is important for me. The story behind the brands helps me to sell these products in Germany. I'm looking forward to seeing more of Harrogate and sampling some of the local ales and gins in the pub!'

The day comprised 135 one to one meetings with individual buyers, a marketplace of 54 food and drink displays and a series of workshops about marketing, business development, insights and trends in the food and drink sector.

The event has been organised by the Leeds City Region Enterprise Partnership (LEP) in partnership with the Department for International Trade (DIT), Deliciously Yorkshire and RTC North.

The importance of overseas trade was recently highlighted in a report by HARC. It found in the year to June 2017 the overall value of Yorkshire and Humber trade in goods exports increased significantly by 13 per cent compared with the same period to June 2016.

This forms the first of two food and drink events in Harrogate. On 26 January, Design Network North in partnership with the LEP are hosting a monthly Rise and Design event, focusing on design in the food and drink sector.

It will bring together some iconic Yorkshire food producers to share their passion for their products and creativity behind their brands. The event will be held at the Sun Pavilion, Harrogate, from 8.30am. To book a place call 01978 4400.

Jan 16

Meet the European food & drink buyers - register your interest

by Leeds City Region Enterprise Partnership (LEP)

Free

Sales Ended [DETAILS](#)

DESCRIPTION

In 2016 exports of food and drink from the UK exceeded £20bn for the first time, up 10.5% on 2015. £9.9bn of those exports went to EU markets, the equivalent of 71.4% of the total UK food and drink exports. Four out of five of the top export markets in 2016 for UK food and drink were in the EU.

Are you a supplier of food and drink products and interested in supplying the European markets of France, Germany, Ireland, The Netherlands or Switzerland?

Come and join us to explore these opportunities, meet buyers and to participate in a 'marketplace' networking event to showcase your products to a new audience.

Products of interest include:

- Snacks savoury and sweet
- Organic and free-from
- Healthy options
- Alcoholic and non-alcoholic beverages
- Cheese
- Biscuits and shortbread
- Jam, marmalade, curd
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- Sauces and seasonings in jars
- Confectionery products and chocolate
- Meat
- Fresh fish and seafood
- Asian products manufactured in the UK

Opportunity:

- Showcase your products at a marketplace and/or
- Engage in 1:1 meetings with European buyers.

To register your interest to and receive more information please register through this page.

We are working in partnership with the Department for International Trade (DIT), Deliciously Yorkshire, Enterprise Europe Network, RTC North and Santander.

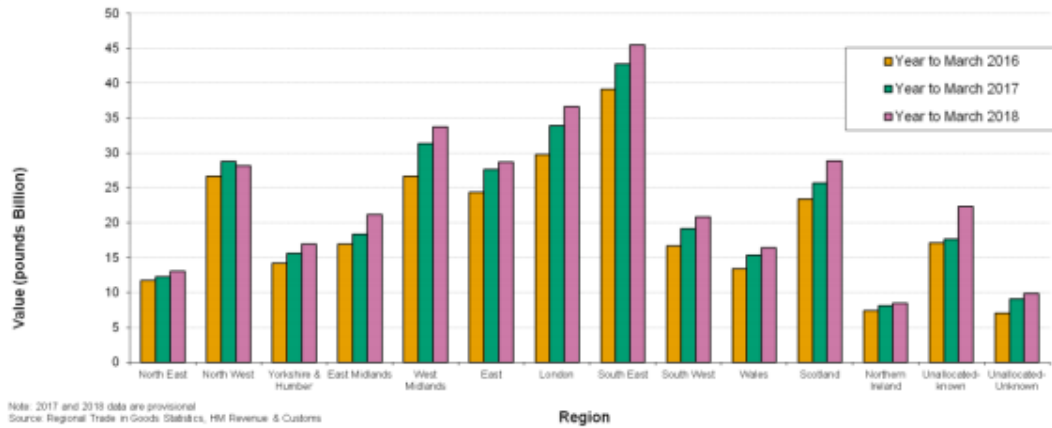
DATE AND TIME

Tue 16 January 2017
09:30 - 16:00 GMT
[Add to Calendar](#)

LOCATION

Pavilions Of Harrogate
Harrogate
HG2 8NZ
[View Map](#)

3.35. As the regional trade statistics published by HMRC continue to show a year on year increase in the export of goods it is important that the level of export related activity in the city region is built upon. This will help to enhance the support available to businesses in the city region and increase the number of businesses accessing that support to develop overseas markets, therefore contributing to this positive trend.



3.36. The 2017 Leeds City Region Business Survey indicates that around 15% of businesses in the city region currently export, with 11% of businesses planning to expand in to new markets in the next 12 months. Further analysis of the survey will help to inform the development of trade focused activity for 2019/20.