
Report to: Business, Innovation and Growth Panel

Date: 19 May 2021

Subject: Trade and investment

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1. Purpose of this report

- 1.1 To provide an update on Trade and Inward Investment activity since the last Panel meeting.

2. Information

Trade & Investment Activities and Performance

- 2.1 An annual review of sector plans has been undertaken to ensure a consistency with current economic conditions and investment flows. These plans provide an evidence-based justification to identify target sub sectors for proactive lead generation.
- 2.2 The enquiry pipeline remains strong, and work is progressing on securing two major investments which collectively could see the creation of almost 2,000 jobs in the region, with more potential for job creation in the respective supply chains. Work is also ongoing with a US investor in AR/VR to create a multimillion-pound virtual studio facility in the region; a London based tech consultancy looking to create over 100 roles in the region and a key cybersecurity enquiry.
- 2.3 Notable recent project successes have included Carnaud Metalbox announcing their investment to establish a second manufacturing facility in Leeds with the creation of over 160 well paid jobs. This follows over 3 years work with the investor culminating in 6 months of intensive support to secure the investment for the region over alternative locations.
- 2.4 The team worked in partnership with LabCorp (Covance) who recently announced their £120m investment into a new clinical trials centre of excellence on the South Bank of Leeds (Temple district). This will increase

their footprint by 25%, creating a purpose built 100-bed facility with pharmacy and labs. This is a significant reinvestment securing the future of Labcorp in the city region and significantly boosting the regions health and life sciences capacity and capability.

- 2.5 Development of the HPO (High Value Potential Opportunity) with the Department for International Trade in the Agri-Tech sector continues and will be ready for launch in the summer.
- 2.6 The HPO on wound care and regenerative tissue is progressing and has resulted in support to an innovative tissue regeneration company. A recent webinar attracted 108 participants from across Europe leading to us developing bespoke investment proposals for a few the attendees, some of whom are now exploring where to locate within the city region. Work is also ongoing on the HPO for Data Analytics and Artificial Intelligence.
- 2.7 Work continues on the Israeli healthcare inward investment initiative which has thus far attracted one company (Betalin) and has a further two currently discussing lease terms for office space in the region. Further companies are engaged with the process and we are working with the Leeds Teaching Hospitals Trust and the Academic Health Science Network and continuing to engage with the British Embassy in Israel and the Israeli innovation authority on next steps for the programme.
- 2.8 Engagement is also ongoing with DIT USA and the Texas Medical Centre and work is underway on a proposition to attract medical technology and diagnostics companies from the Texas region to Leeds City Region.
- 2.9 Following the Kalifa review of UK Fintech the team is in discussions with the North West to consider how to develop the 'Pennine Cluster' identified in the report. In the meantime, the team is analysing the data from the review and lead generation outreach has commenced focussing on targeting the top 50 FinTechs based in London and the South East.
- 2.10 The team is now playing a lead role alongside Leeds City Council to assist the establishment of the UK Infrastructure Bank.
- 2.11 As part of the Leeds Digital Festival, the team are hosting an event in association with Oracle to bring together a panel of experts to discuss the effect of the pandemic on the property industry, what the future workplace will look like and the impact this new working environment will have on companies' future location decisions.

3. Investor Development

- 3.1 The team continues to successfully engage with over 100 businesses to understand their future investment plans and gather critical business insight to

help shape local and national policy. 10 successful project wins have been recorded during 2020/21. The DIT contract for 2021/22 has been agreed with a target of 18 project wins.

- 3.2 From the 1 April, the team transferred 17 companies from its portfolio to the York & North Yorkshire LEP. A strong pipeline of prospects is now being developed to mitigate this loss and to support the DIT target of managing 100 FDI companies.
- 3.3 Business insights continue to be gathered and shared with DIT and The Combined Authorities Policy Team. Key themes include COVID-19 challenges and opportunities and EU Exit, with supply chains and access to finance being two continuing concerns.
- 3.4 The team have supported businesses to convene and share insights with regular invites to important government webinars, and have identified several new workstreams including further webinars, building the relationship with DIT Milan, and working on an NPH/DIT pilot programme to support companies based in West Yorkshire.

4. Creative Catalyst

- 4.1 The tender for the Creative Catalyst Accelerator has now closed and the bids are being evaluated. It is anticipated that the contract will be awarded and work underway later in the spring. A new Programme Manager has been appointed to oversee delivery.

5. Emerging markets

- 5.1 Work on the focussed trade initiative with one of the world's largest e-commerce companies continues, with the first piece of activity taking place in February. A pilot scheme focused on B2B activity is in development and due to be launched summer 2021.
- 5.2 In March 2021, the team was one of the partners of the Northern Asian Power Mission: India. Key representatives from UK and India central and local government, businesses, and trade organisations came together for a virtual trade mission, to build upon the living bridge with India to promote trade and investment opportunities and strengthen relationships. Over 100 high-profile speakers from India and across the Northern Powerhouse took part, including Graham Stuart MP, Lord Bilimoria, Lord Waverly, and Roger Marsh OBE DL.
- 5.3 Activity to promote the Leeds City Region Textile Sector Showcase in key international markets continues. In March 2021, the team hosted a roundtable, which brought together world-leading companies in Leeds City Region, with key partners from Hong Kong to discuss opportunities for trade and collaboration.

- 5.4 Engagement with the DIT Northern Powerhouse overseas champions in India and China continues, which has led to some interesting enquiries in the Digital and Tech sector.
- 5.5 An event focused on finding business and investment opportunities for growth in the health and life sciences sector will take place in April 2021 in partnership with DIT and HKTDC.

6. Future International Trade activities

- 6.1 Following on from the success of the textile showcase, a health and life sciences showcase is now in development. A project has been commissioned to collect health sector case studies and develop a PR/marketing plan for the dissemination of this showcase. This will be a valuable tool to promote the 600+ companies in the region operating in the sector and attract new investment to the city region. Further showcase documents for other key sectors are planned for this year.
- 6.2 Development work is now underway to deliver a trade hub for the city region. A team of internal/external technical experts has been assembled to build the platform. Our aim is to have a trade focussed communication tool to disseminate key messages and information to businesses and stakeholders in the region up and running in 2021.
- 6.3 This will be a dynamic environment where business users can access relevant and timely information on international markets to help inform their decision making and business development ambitions. Development work is now underway to deliver a trade hub for the city region.
- 6.4 A team of internal/external technical experts has been assembled to build the platform. Our aim is to have a trade focussed communication tool to disseminate key messages and information to businesses and stakeholders in the region up and running in 2021.

7. Tackling the Climate Emergency Implications

- 7.1 There are no Climate Emergency implications directly arising from this report.

8. Inclusive Growth Implications

- 8.1 There are no inclusive growth implications directly arising from this report.

9. Equality and Diversity Implications

- 9.1 There are no equality and diversity implications directly arising from this report.

10. Financial Implications

10.1 There are no financial implications directly arising from this report.

11. Legal Implications

11.1 There are no legal implications directly arising from this report.

12. Staffing Implications

12.1 There are no staffing implications directly arising from this report.

13. External Consultees

13.1 No external consultations have been undertaken.

14. Recommendations

14.1 That the BIG Panel notes and comments on the progress made to date on the delivery of Trade and Investment activity.

15. Background Documents

None

16. Appendices

None