

Report to: BUSINESS, ECONOMY, AND INNOVATION COMMITTEE

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Subject: Trade and Investment

Director: Brian Archer, Director of Economic Services

Author: David Shepherd, Head of Trade, and Investment

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	
Are there implications for equality and diversity?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

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 The Trade & Investment team have supported 21 investment project successes so far this financial year, accounting for over 1,500 new jobs and £100m private sector investment. These projects represent a mixture of new investors setting up in the City Region for the first time, as well as existing investor expansions supported through our Key Account Management programme. Our enquiry pipeline is extremely healthy and demonstrates the resilience of the Leeds City Region economy, with 115 projects recorded to date, including six major investments looking to create over 100 jobs each.
- 2.2 An example of a recent project success is the expansion of global IT solutions provider Mastek, who plan to create 300 graduate roles in Leeds over the next three years. Headquartered in India, Mastek have been supported by our Key Account Management programme since their establishment in the region five

years ago. The team provided introductions to several universities, intermediaries, and specialist recruiters to help promote the company's graduate programme and also helped to develop and deliver a bespoke recruitment event that was attended by over 50 graduates from across the region.

Trade & International Markets

- 2.3 The West Yorkshire Trade Strategy will be presented at the Combined Authority Board meeting on 17th March, seeking their approval and endorsement of the priorities and approach. Once approved the Strategy will provide a framework over the next 5 years for international trade support activity for the region.
- 2.4 Working in partnership with the Department for International Trade and the Growth Service, a West Yorkshire Export Academy will be launched shortly to support businesses to build their knowledge and understanding of selling to international markets. Themed session will take place throughout April & May.
- 2.5 A new export showcase document on the Health & Life Sciences sector in this region has been developed. This document provides a platform to promote both the region and businesses based here to an international audience, highlighting the strengths and innovation in this particular sector. The showcase document will be supported by a yearlong programme of PR & comms activity. Further showcases on creative industries & food & drink are now also in development.
- 2.6 There is a lot of activity taking place between the region and the Indian subcontinent in March including:

4 March: "Global Outlook of Indian Industries @ 75 Conclave" – organised by the University of Leeds and the Consulate General of India. We are one of the key partners of this event which will focus on Trade, Technology, and Tourism. Cllr Pandor will provide the keynote speech alongside the Consul General of India, Dr Vikram. Key businesses from the region will be in attendance as well as Indian investors from across the UK.

15 March: Northern Asian Powerlist 2022 launch - Hosted by Baroness Warsi and Lord Bilimoria at The House of Lords. We are one of the key partners of the Northern Asian Powerlist which shines a spotlight on the significant and sustained contribution of the Asian business community across the Northern Powerhouse. Speakers at the launch event will include Sir Roger Marsh, key partners of the Powerlist, previous winners and judges, and the Northern Asian Power Group.

15 March: Global Opportunities: Women who Trade – organised by Northern Asian Power and the Yorkshire Asian Business Association and hosted by

International Trade Minister, Anne Marie Trevelyan. Anne Marie Trevelyan will host a roundtable discussion with the High Commissioners of India, Sri Lanka, and Bangladesh. We have been invited to attend alongside key stakeholders from business, academia, and government.

22-23 March: High Commissioner of India visit to Leeds City Region. H.E. Gaitri Issar Kumar, High Commissioner of India, and her team will visit Leeds City Region in March to meet with key stakeholders to explore opportunities to strengthen Leeds City Region-India links. Mayor Brabin and Sir Roger Marsh will welcome the High Commissioner of India to the region, with activity including roundtable discussions focussed on business, education, and sports and culture, a celebration of the Indian business and diaspora community, and an inspiring women in leadership lunch.

Activity with other key strategic international markets and partners also continues with events planned with Alibaba and the Hong Kong government in April and May.

April (date TBC): Alibaba business roundtables. We are working in partnership with Alibaba to help local businesses grow global export sales. Alibaba sees strong potential for more UK businesses to sell on their global B2B marketplace, which serves more than 26 million active buyers in over 200 countries. There will be two sector-focused roundtable discussions with pre-booked 121 meetings to discuss export opportunities.

May (date TBC): Director-General of Hong Kong visit to Leeds City Region. Gilford Law, Director-General of Hong Kong will visit the region in May. He is keen to host a roundtable lunch focused on the creative and cultural industries. The creative and cultural industries sector has overtaken FPS to become the largest export from the UK to Hong Kong and represents a huge opportunity for businesses in our region.

Creative Catalyst

- 2.7 The accelerator strand of the programme, “Indielab West Yorks: Creative Accelerator”, is now in delivery with the first two workshops delivered in February. Aimed at helping regional businesses benefit from the increased commissioning spend in the Nations and Regions, the programme will provide support to 26 TV, film production and gaming businesses across the region.

The export strand of the programme will begin delivery in July and is aimed at supporting the wider creative industries across screen, culture, and the arts. The programme will work in conjunction with the existing export provision in the region to support businesses to produce an export plan, understand relevant sector exporting issues including licensing and Intellectual Property and create introductions to international buyers.

Creative Catalyst is also overseeing delivery of “Beyond Brontës: The Mayor's Screen Diversity Programme”, a training initiative that aims to increase diversity in the screen industries. Delivery began in January with the first cohort and was 5 times over-subscribed. Recruitment specifically targeted disadvantaged groups including gender, ethnicity, disability, and social class, as well as a district split of participants. A second cohort will follow in the second half of the year.

3. Tackling the Climate Emergency Implications

3.1 There are no climate emergency implications directly arising from this report.

4. Inclusive Growth Implications

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

5. Equality and Diversity Implications

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

6. Financial Implications

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

7. Legal Implications

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

8. Staffing Implications

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

9. External Consultees

9.1 No external consultations have been undertaken.

10. Recommendations

10.1 That the report be noted.

11. Background Documents

There are no background documents referenced in this report.

12. Appendices

None.