

**WE ARE
INTERNATIONAL
EXPORT NETWORK
12.03.13**

**LEEDS
YORK
HUDDERSFIELD
BRADFORD**

EXPORTNETWORK.CO.UK

**WE ARE
INTERNATIONAL
EXPORT NETWORK**

 **Chamber
International**

**UK
TRADE &
INVESTMENT** 


leeds city region
intelligence driving growth

WELCOME

ERIC HAWTHORN

MANAGING DIRECTOR – RADIO DESIGN LTD



**A LEEDS CITY REGION
LEP CAMPAIGN**



WE ARE INTERNATIONAL EXPORT NETWORK

TWITTER
@LEEDSCITYREGION
#WEAREINTL

ONLINE
WWW.WEAREINTERNATIONAL.CO.UK
WWW.EXPORTNETWORK.CO.UK

WHY THIS CAMPAIGN?

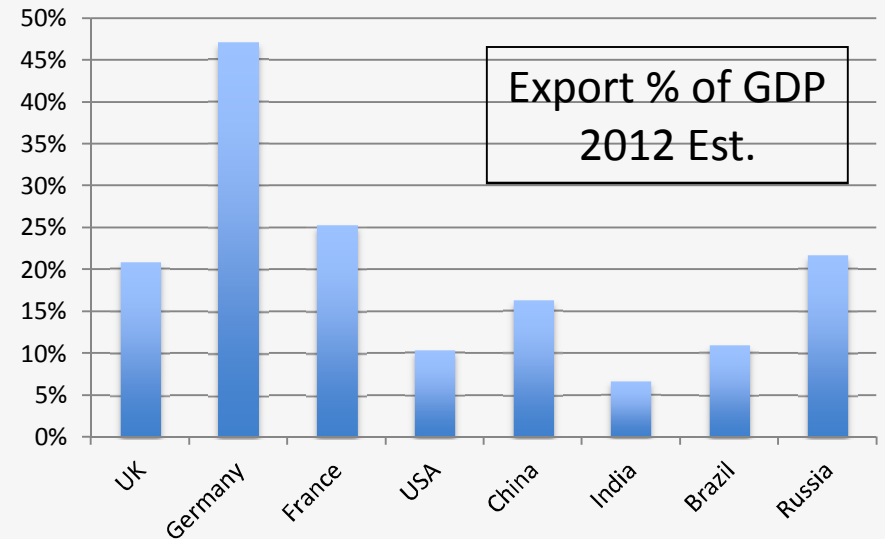
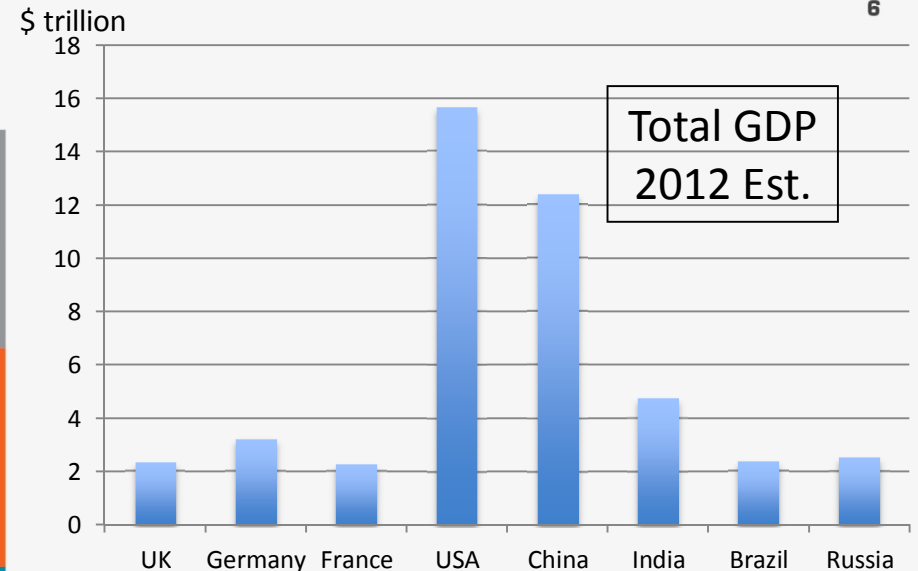
£1bn annual Leeds City Region trade deficit 05

Main trading partners: Europe and the USA – slow growth predicted in both markets compared with emerging economies 04

Half of Leeds City Region companies believe they have no export potential 03

Two thirds of Leeds City Region companies do not export as part of their business strategy 02

Yorkshire firms consistently lag the UK average on exports 01



SOURCE:
BEYOND BORDERS: A REPORT ON LEEDS CITY
REGION EXPORTS (LEEDS CITY REGION LOCAL
ENTERPRISE PARTNERSHIP AND CHAMBERS OF
COMMERCE, DECEMBER 2011)

GDP DATA SOURCE:
CIA THE WORLD FACTBOOK,
FEBRUARY 2013

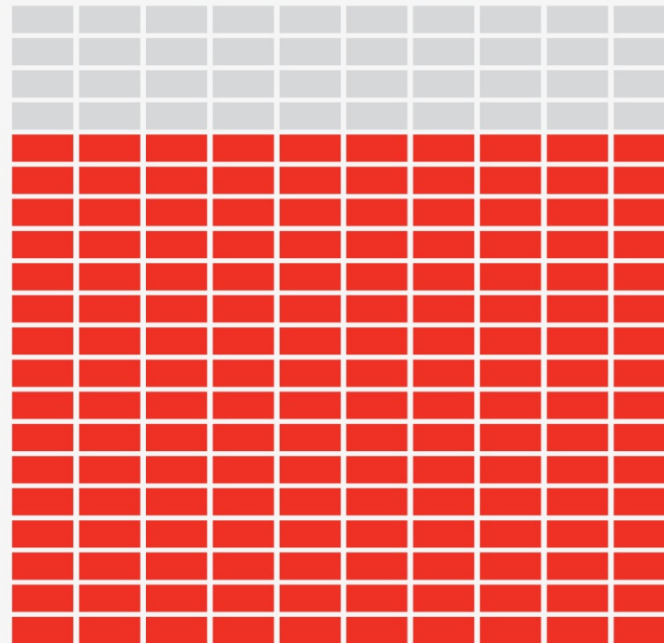
WHY EXPORT?

GDP GROWTH RATES 2000 - 2050

**Developed markets
forecast to grow by
only 160% – less than
1% per year**

**Share of global GDP
set to decrease from
78% to 31%**

SOURCE:
GOLDMAN SACHS GLOBAL INVESTMENT
RESEARCH, MARCH 2012



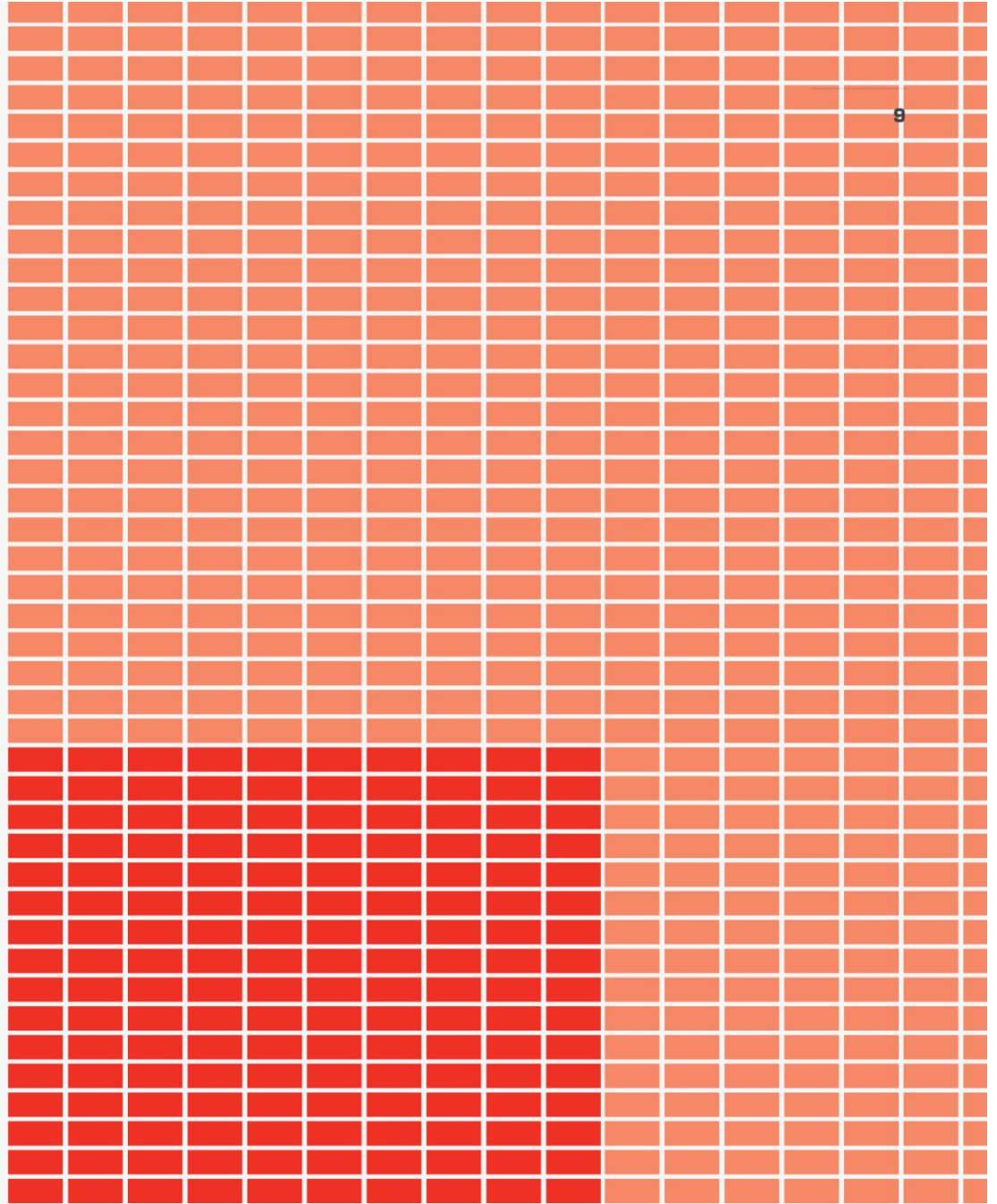
WHY EXPORT?

GDP GROWTH RATES 2000 - 2050

**Growth markets
forecast to grow by
2,100% – more than 6%
per year**

**Share of global GDP
set to increase from
13% to 46%**

SOURCE:
GOLDMAN SACHS GLOBAL INVESTMENT
RESEARCH, MARCH 2012



WE ARE INTERNATIONAL CAMPAIGN

OUR VISION



Comfortable and growing
City Region trade surplus:

**£600M
BY 2015**

Comfortable and growing
City Region trade surplus:

**£1.6BN
BY 2018**

LOTS OF SUPPORT IS AVAILABLE TO MAKE IT EASIER

Support is available

- To get you started
- To help experience exporters grow and succeed

Support this campaign:

As an experienced exporter

- sign up, share your experiences and offer advice

As a newcomer to export (or a market)

- sign up, get connected to an exporter with experience in your market of interest

We are International campaign
www.weareinternational.co.uk

UKTI
www.ukti.gov.uk

Chamber International
www.chamber-international.com

UK Export Finance
www.export.org.uk

Institute of Exports
www.ukexportfinance.gov.uk

W W W . E X P O R T N E T W O R K . C O
. U K

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Take Your Products to the World

John Chacksfield, Trio Healthcare Group Ltd.

History

- April 2006: Registered the Company
- 2006/7: Product Development, Quality & Regulatory Systems
- Q1 2007: Distributor Network
- May 2007: First Export Sale
- 2007-2012: Rapid Growth
- April 2011: Queens Award for Enterprise: Overseas Trade
- June 2012: Company Sale

Products

Medical
Adhesive
Remover



Skin Barrier



Discharge Solidifier
and
Odour Eliminator



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INTERNATIONAL TRADE
2011

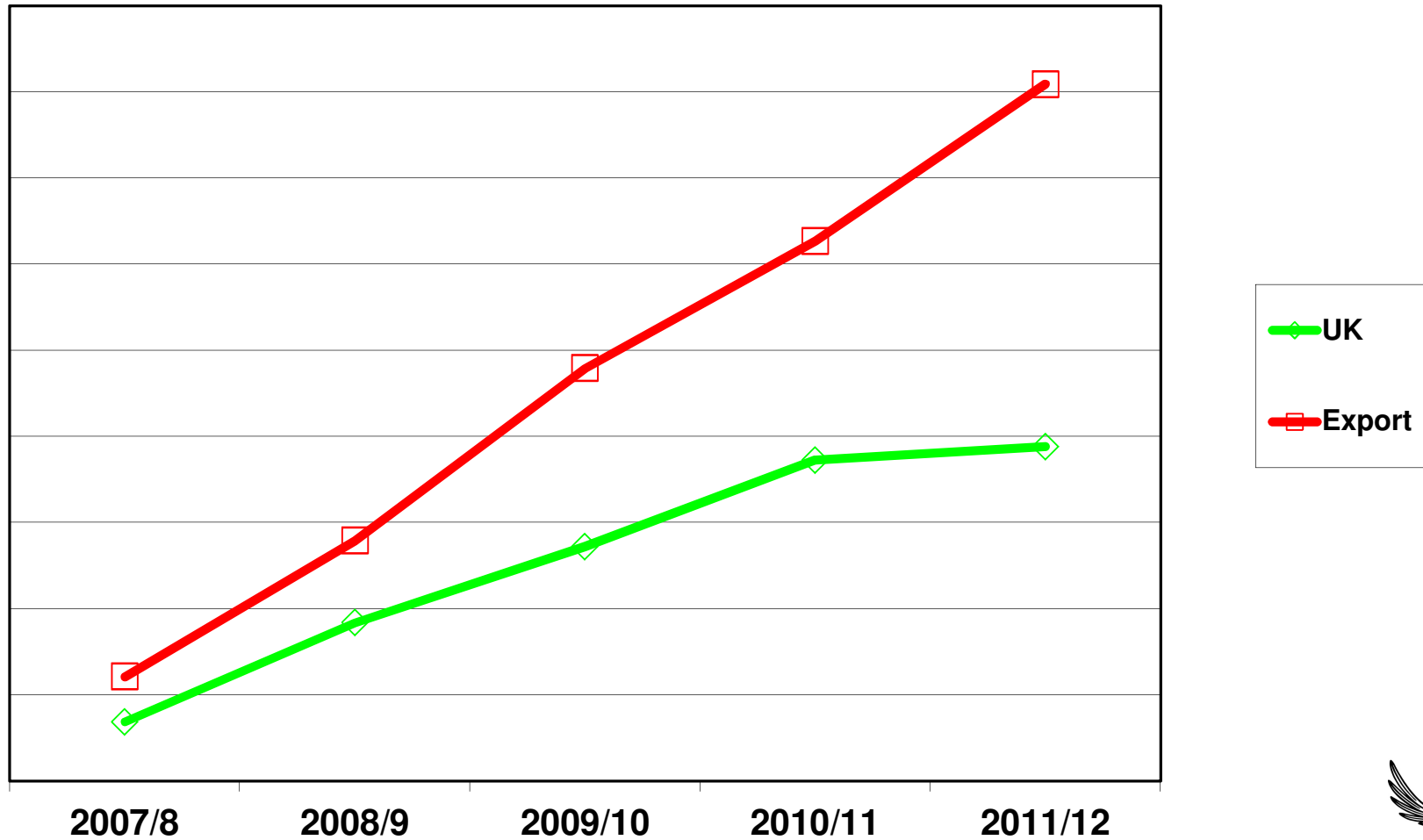
Clinical Need



Export Markets

- 70% of sales turnover
 - Europe (15)
 - Turkey
 - Japan
 - Korea
 - Canada
 - Australia/New Zealand
 - Russia
 - Middle East (2)
 - S. Africa

Growth 2007-2012



Getting Started

- Passport to Export
- Distributor / agent / direct decision
- Market visits
- Market research
- Exhibitions
- Funding
- Insurances
- Bank
- GET HELP

Channels to Market

- Distributors
 - Mainly exclusive
 - Home care companies specialising in ostomy and wound care
 - Privately-owned
 - Well-established
 - Financially sound
 - Relationships

Who Can Help?

- Chamber of Commerce (Chamber International)
 - Distributor / agents
 - Regulations
 - Procedures and Documentation
 - Getting paid / methods of payment
 - Training
- UKTI
 - Market research
 - Market visits / trade missions
 - OMIS (Overseas Market Introduction Service)
 - Distributor selection
 - Training
 - Grant assistance
- Trade Organisations (Medilink)
- Other Exporters
- Bank

Benefit of Hindsight

- Use UKTI and Chamber International resources as early as possible
- Distributor selection & management
- Distributor agreements
- Local reimbursement regulations
- Regulatory challenges

Highlights

- Queen's Award – Buckingham Palace, July 2011



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INTERNATIONAL TRADE
2011



Highlights

- Queen's Award – Buckingham Palace, July 2011
- Validated a successful business model
- Experience of overseas markets and their cultural diversity
- Relationships
- Learning process
- Pride in achievements
- No bad debts in 6 years
- Made an impact in the global market leading to sale of business in 2012

Contact Details

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M: 07779 019555

JUST TAKE FIVE - A FIVE MINUTE APPROACH TO BEING EXPORT READY

NEIL PARK

MANAGING DIRECTOR – LIGHTHOUSE AUTOMOTIVE



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The International Business Agenda



Professor Jeremy Clegg

Overview of Trends in International Business (IB)



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Two central IB challenges for the UK:

(1) The profitability & performance of UK-owned enterprises vs non-UK-owned

(2) The location of value-added

Perspectives on International Business



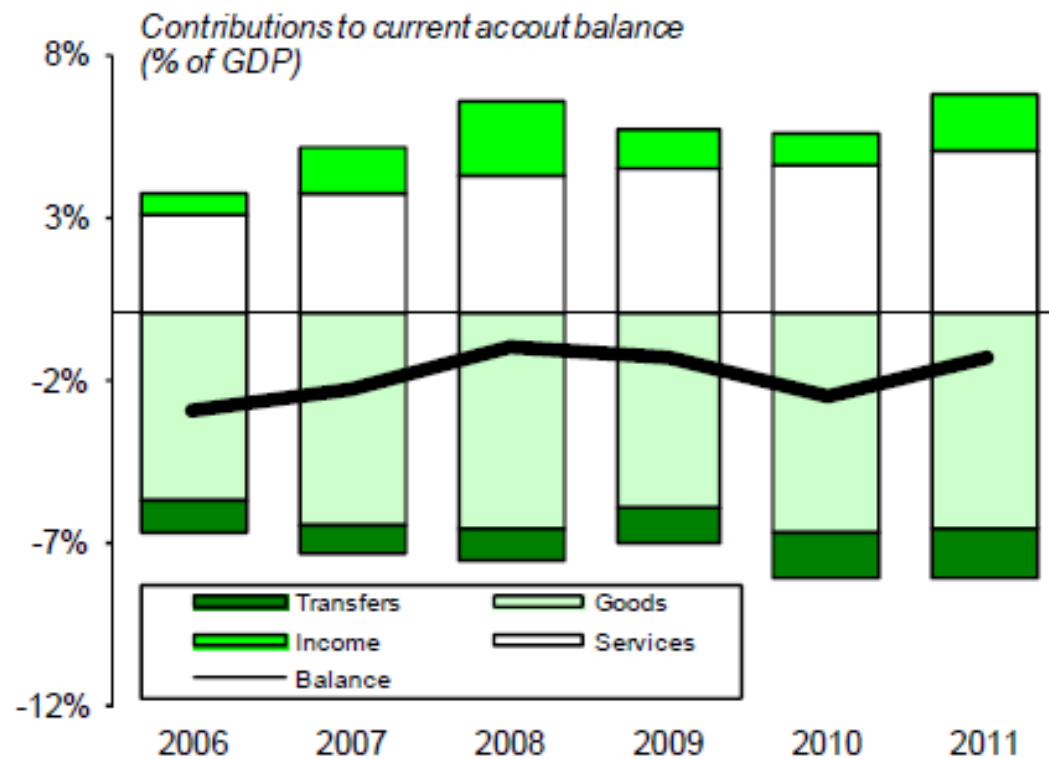
UNIVERSITY OF LEEDS

- **Lord Heseltine's view & international business theory**
- **The imperative to export**



The UK's trade performance

Current Account



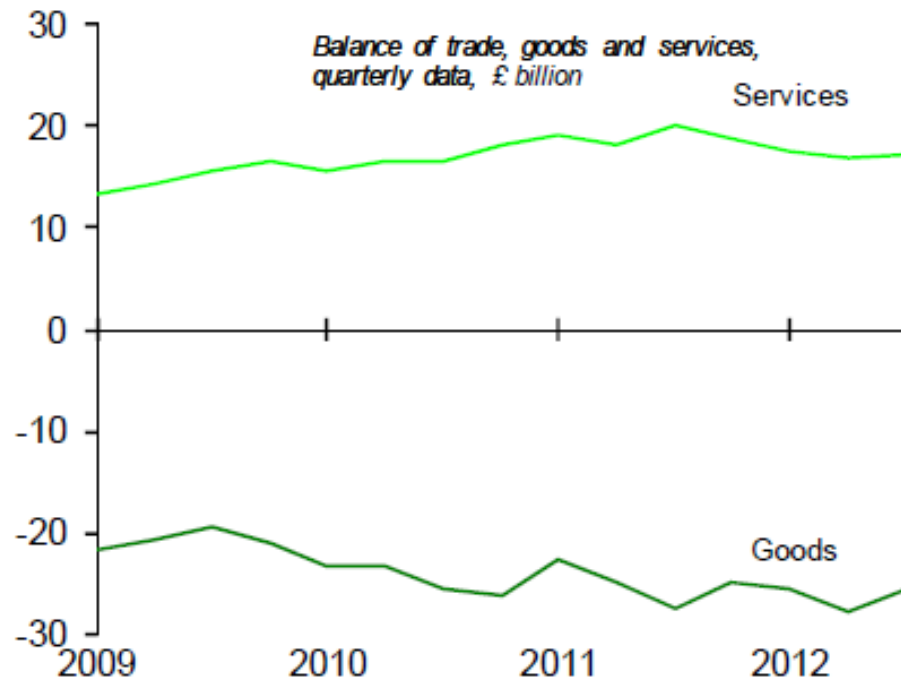
Economic Indicators Update
8 Feb 2013
House of Commons

The UK's trade performance



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Trade in Goods and Services



Economic Indicators Update
8 Feb 2013
House of Commons

The Financial and Economic Crisis: redrawing World opportunities?



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Impact of the current recession on where British firms should be looking to Trade and Invest Overseas – overview and key findings (project for UKTI)

Objective:

To identify those countries most likely to offer superior business opportunities for British companies following the global Financial & Economic Crisis (originating with the 'Credit Crunch' of 2008/09)

Where British Firms should be Looking



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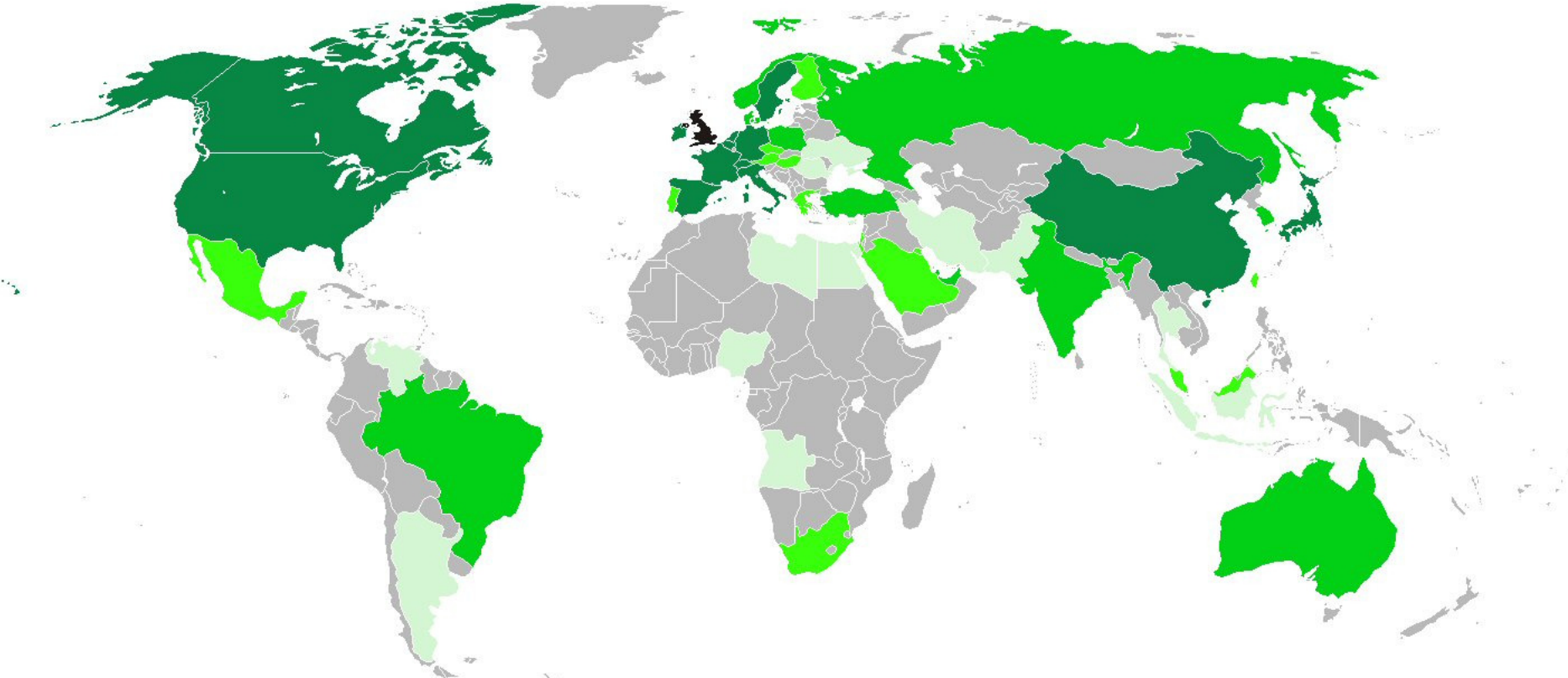
We identified:

- Pre-Credit Crunch attractiveness of countries (2005/07)
- Country prospects post-Credit Crunch (2008/09, 2010/11, 2012/14).

52 countries account for around 95% of global British exports and around 90% of global GDP likely to represent the most attractive business opportunities post 'credit crunch' for UK companies

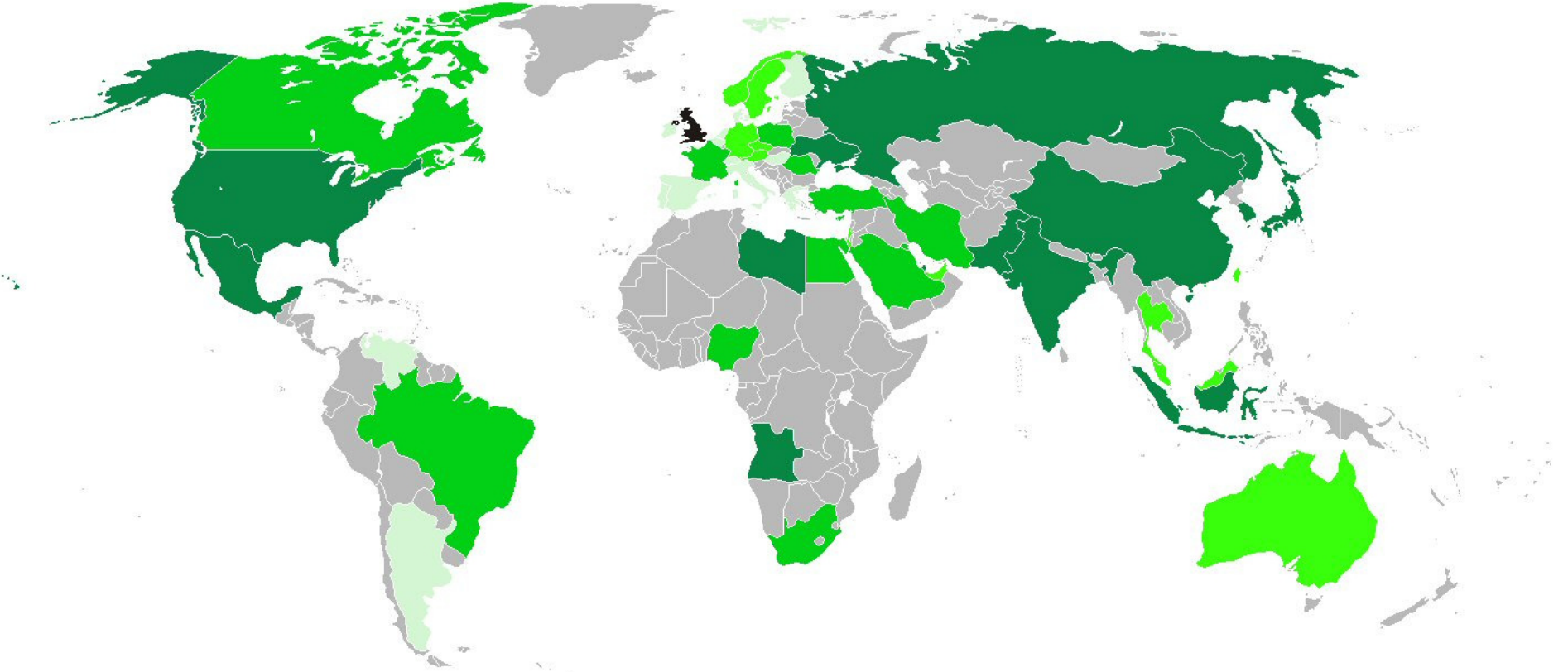
Visualisation of findings for 2005/07, 2010/11 and 2012/14

Country Attractiveness Rankings – Pre-Financial Crisis 2005-2007



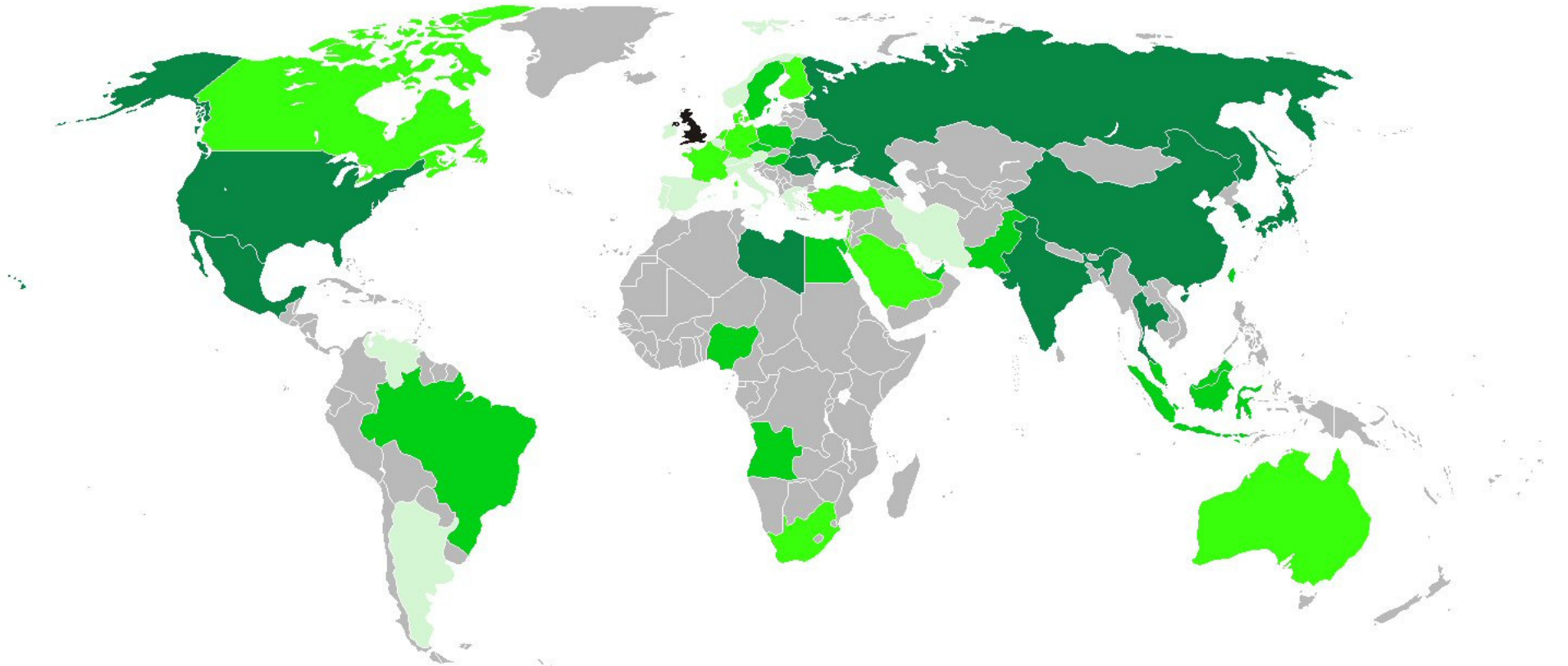
- USA, Germany, France, Ireland, Netherlands, Belgium, Spain, Italy, China, Japan, Sweden, Switzerland, Canada
- India, UAE, Russia, Hong Kong, Australia, Norway, Denmark, Singapore, Korea, Turkey, Poland, Qatar, Brazil
-

Country Attractiveness Rankings – 2010-2011



- China, Qatar, USA, Angola, India, Korea, Libya, Japan, Indonesia, Russia, Pakistan, Ukraine, Mexico
- Poland, Egypt, Saudi Arabia, Brazil, Kuwait, Romania, Canada, Hong Kong (SAR), Turkey, South Africa, Cyprus, Iran, France
-
-

Country Attractiveness Rankings – 2012-2014



- China, USA, India, Libya, Ukraine, Russia, Romania, Korea, Mexico, Singapore, Hong Kong (SAR), Thailand, Japan
- Pakistan, Malaysia, Indonesia, Egypt, Taiwan, Poland, Sweden, Nigeria, Hungary, Angola, Czech Republic, Brazil, UAE
-
-



Centre for International Business at the University of Leeds (CIBUL)

- International business researchers, several with business experience
- Seminars and tailored events
- Short courses: corporate strategy, cross cultural management, strategy in emerging economies
- Knowledge Transfer Partnerships (KTPs) improve competitiveness through use of knowledge and skills in universities



How universities support exporters

The China Agenda:

Business Confucius Institute at the University of Leeds (BCIUL). Grand opening, 28th November 2012.

Partnership with the University for International Business and Economics (UIBE) Beijing

One of only 2 in Europe





Business Confucius Institute at the University of Leeds

- Chinese language at any level at the Institute or in company
- Our students can attend a summer/winter camp in China
- Small business roundtables on a variety of topics (we already had one with Professor Wu of ZJU; please leave your cards with me for future ones)
- Larger events:
 - 2 May, Doing Business in China
 - 17 May, China's Luxury Goods Market

Both currently under development, information out shortly



How universities support exporters

- **Business events:** aimed at supporting businesses to identify business opportunities in China and taking advantage of them – focus on industry sectors, functions, or strategies.
- **Meet the authors:** book launch or presentation events with authors. Business related and also generally about China, its culture, heritage etc.

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CHAMPIONS



ADVISORS



SUPPORTERS

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NETWORKING / MEET OUR 'EXPORT CHAMPIONS'



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