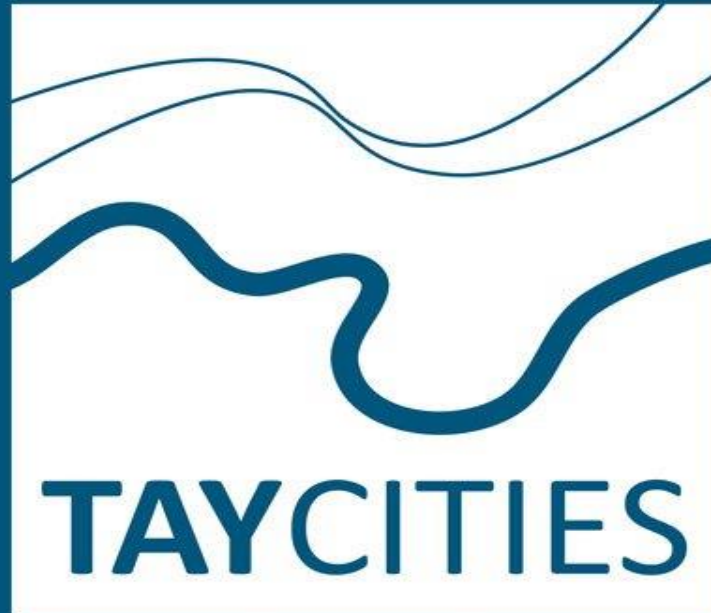


TAY CITIES TRADE & INVESTMENT PARTNERSHIP



Smarter + Fairer

Tay Cities Partnership Group

- ▶ The Trade and Investment Partnership was fully established and first met in August 2017 with representation from the 4 Tay Cities Local Authorities, Dundee & Angus Chamber of Commerce, Perth Chamber of Commerce, Scottish Enterprise and Scottish Development international
 - ▶ Terms of Reference have been established to deliver a multi-partner International Trade and Investment Partnership for the Tay Cities Region for an initial period of 5 years. This will aim to deliver a step change in both international trade activity by companies in the region and an increase in foreign direct investment
- 

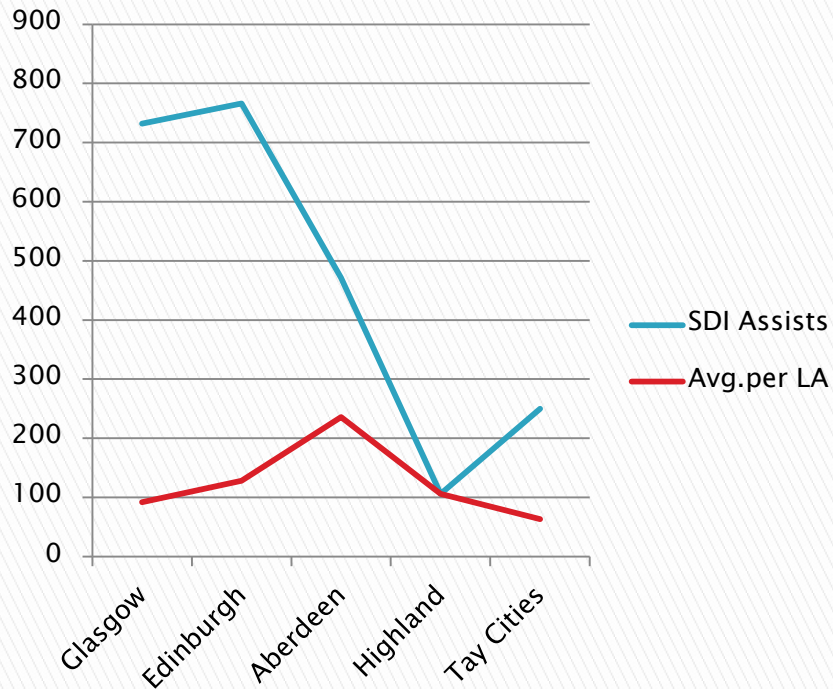
Our Challenge

- ▶ TCD region has lower levels of interest in international trade than other comparable areas
- ▶ Less than 5% of Scotland's Foreign Direct Investment (FDI) success story comes to the TCD region

Region	SDI Assisted Companies – Trade services	Avg. Per Local Authority	New / Safeguarded FDI jobs	Avg. per Local Authority
Glasgow	732	92	2433	304
Edinburgh & SE Scotland	766	128	3374	562
Aberdeen	471	236	556	278
Highland	106	106	249	249
Tay Cities	250	63	227	57

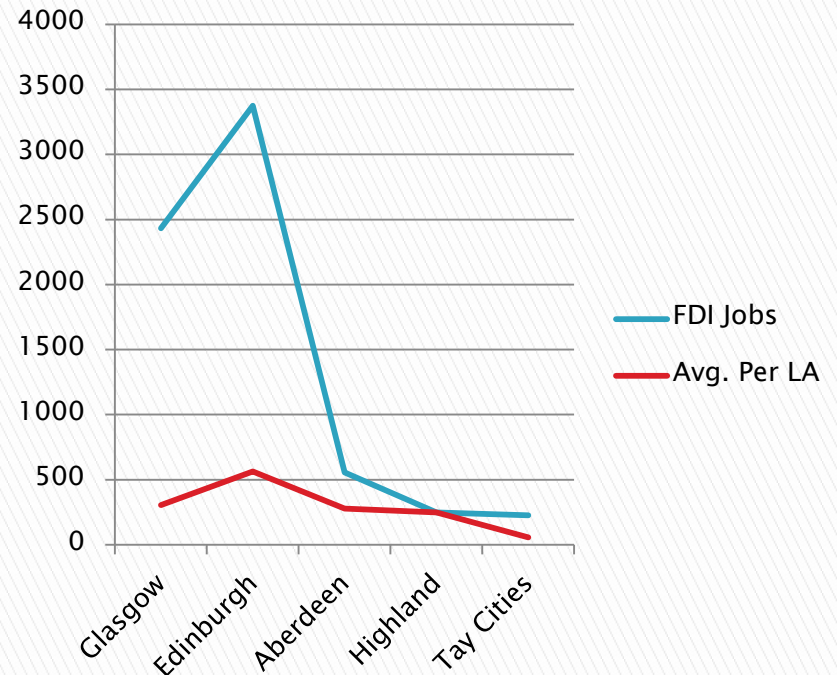
The Challenge – Trade & Investment

▶ Trade Services



Fewer TCD firms seeking SDI help

▶ FDI Jobs



Lower levels of FDI means lost jobs?

Why? – Trade

- ▶ Over 96% micro or SME. “*Too small to export*”
- ▶ Parochial vision and fear
- ▶ Heavy reliance on traditional rural / agricultural commodities and North Sea (important to UK domestic economy but with export decisions and value add often delivered elsewhere)

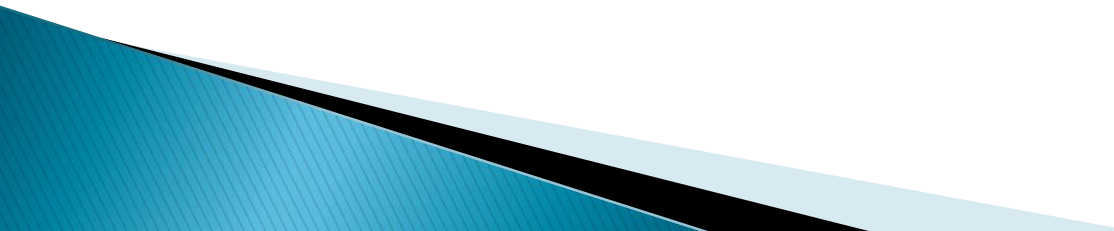
Why? - Investment

- ▶ Economies of scale – *individually dwarfed by other LA areas with no common region wide offer to balance*
- ▶ Reality check needed on comparative strengths to external investor eyes
- ▶ Strong rural bias in the economy: *lack of suitable land and related planning issue*

Our Opportunity: TRADE

- ▶ Build a strong local company base, better aware and able to access support to trade across UK and International levels

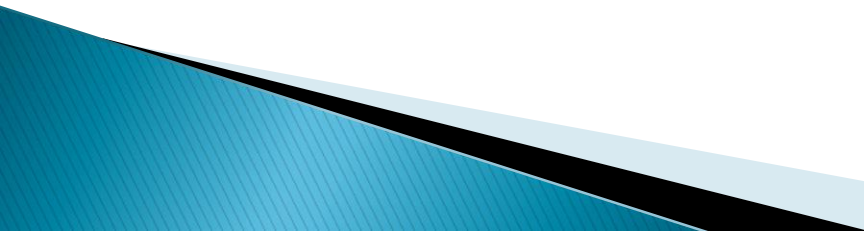
How?

- ▶ A shared pathway to local business support so that business knows where to go for help (no wrong door but use Business Gateway as an entry point)
 - ▶ A joined up programme of trade events across the region, with consistent marketing by all partners
 - ▶ Acting as a single point of contact with SDI/SE on their activity in the region
- 

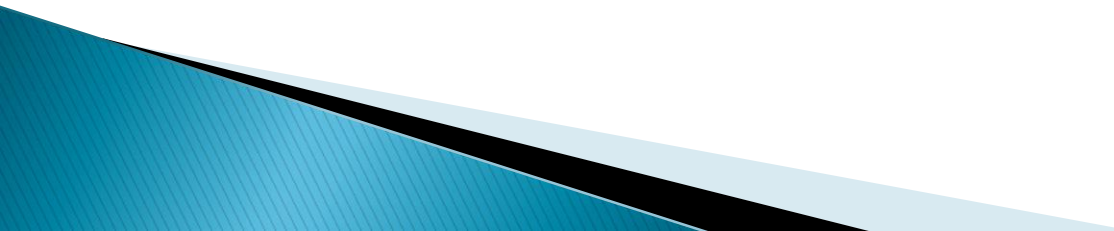
Our Opportunity: INVESTMENT

- ▶ Build a flexible overarching investment prospectus covering the TCD region that reflects local USPs but with added SDI reality check on true relative strengths in a competitive FDI investment market (but not losing sight of domestic investment targets). Better reflect Tay Cities Assets in SDI Scotland and Sector material

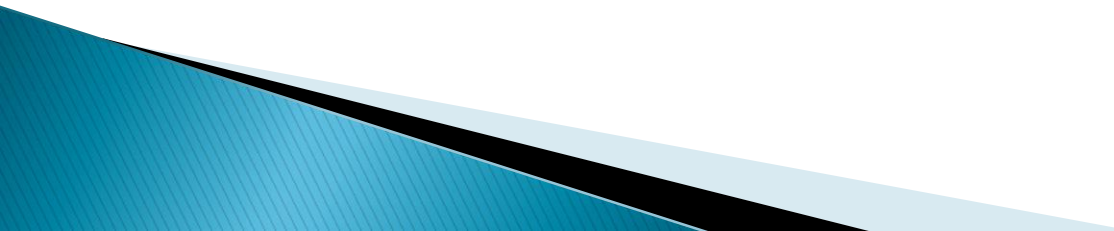
How?

- ▶ Develop common key messages
 - ▶ Develop a common interactive Asset Map and related materials in partnership with SDI
 - ▶ A single point of contact with SDI to ensure investment enquiries are channelled correctly & opportunities are not missed
 - ▶ Ensure that investment propositions interlink with the Scotland is Now concept and branding
- 

The Barriers: TRADE

- ▶ Old ways of working: *Silos both within and across Local Authorities and other partners*
 - ▶ Confusion: Business doesn't know where to turn – *often too many doors, not too few!*
 - ▶ Poor Communication: *Do we know what each partner is delivering ?*
 - ▶ Resources: no dedicated resource on these issues within or across Local Authorities. *“An add-on to other work”*
- 

The Barriers: INVESTMENT

- ▶ Individual Offers take precedence over collective offer
 - ▶ How to coordinate with other investment initiatives e.g. Scottish Cities Alliance
 - ▶ Lack of single TCD regional contact point for SDI to engage
 - ▶ Lack of reality check on true strengths in the eyes of prospective investors versus wider UK and global competition
- 

Achievements and Progress

On Process and Tools:

- ▶ Working Group fully established
 - ▶ Tay Cities Business Support Pathway agreed
 - ▶ A pilot Asset Map with SDI highlighting the region's infrastructure, education/R&D excellence, business parks, tourism assets, key sectors and major companies; A common Events Calendar for activity with an international trade angle across the region
 - ▶ Initial workshop scoping on an effective Regional Inward Investment Proposition & dialogue on Scotland is Now
- 

Achievements and Progress

And practical too in some sectors:

- ▶ Shared funding on regional presence at Food Expo 2018 at NEC in April (companies from all four council areas)



Future Action

- ▶ Key messages and narrative on true sectoral strengths and differentiating factors
 - ▶ Compelling inward investment promotional resources and other collateral to promote our message internationally, aligned with Scotland is Now
 - ▶ Key targets for the next 5 years and any gaps to be addressed
 - ▶ More practical events with businesses that show regional trade and investment activity in action
 - ▶ Specific engagement with TCD Academia over shared international engagement and needs.
- 