



Inward Investment

Helen Stinson



Hull
City Council



Supported by the
Regional Growth Fund



EAST RIDING
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Head line activity

- Master Plan & Prospectus Document
- Key Account Management
- Investor Engagement
 - Identification of Tier 1 & 2
 - Physical Requirements
- Marketing and Promotion
 - Greenport Growth Programme
 - Exhibitions/Conferences





Outcomes/Time Line

- Master Plan and Prospectus Document – July 2012
- Tier 1 & 2 supply chain engagement – June 2012 onwards
- Co-location of 3 - 6 tier 1 & 2 investors secured – 2018
- Job Creation 1640





Internationalisation Of Regional Businesses

Renewable Energy Sector

Pauline Wade



Hull
City Council



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Objectives

- Internationalisation of local businesses by facilitating opportunities for growth in the renewable energy sector, therefore increasing wealth and creating jobs.
- Promoting Hull & Humber as an International Centre for Renewable Energy

Rationale

- Traditionally, internationalisation e.g. Exporting, has been seen as a way to increase turnover of individual enterprises which is still very important.
- During the last decade, internationalisation has become a much more differentiated business activity of crucial importance for achieving competitiveness

Rationale

- Foreign partnership, foreign investment and cross border clustering represent viable ways to facilitate exchange of knowledge and technology and to strengthen international business strategies.

Rationale

- It is better to drive international growth through a co-ordinated group of highly capable successful businesses than allow them to go along unaided.
- Addressing the self-perceived problems and difficulties of existing and potential exporters may not reveal the most effective strategies for penetrating existing international supply chains and accessing new markets.

What

- Provide a linked up local network engaging with other similar networks in global markets to internationalise
- Provide access to key decision makers
- Co-operate with international networks
- Support the promotion of the Region as an International Centre for Renewable Energy

How

- Identify local stakeholders and business ambassadors
- Identify key players in the international supply chain.
- Gather information so that informed decisions may be made (best practice; benchmarking; market intelligence)
- Engage with international networks.

How

- Engage with RGF Inward Investment and Business Support Strands
- Engage with marketing of the Green Port Growth Programme
- Form a renewable energy consortium made up of relevant and interested businesses

How

- Position the Consortium to engage with existing networks which may lie outside the UK. (The presence of internationally competitive businesses in the region with international connections and experiences can make an important contribution to the international potential of other firms.)

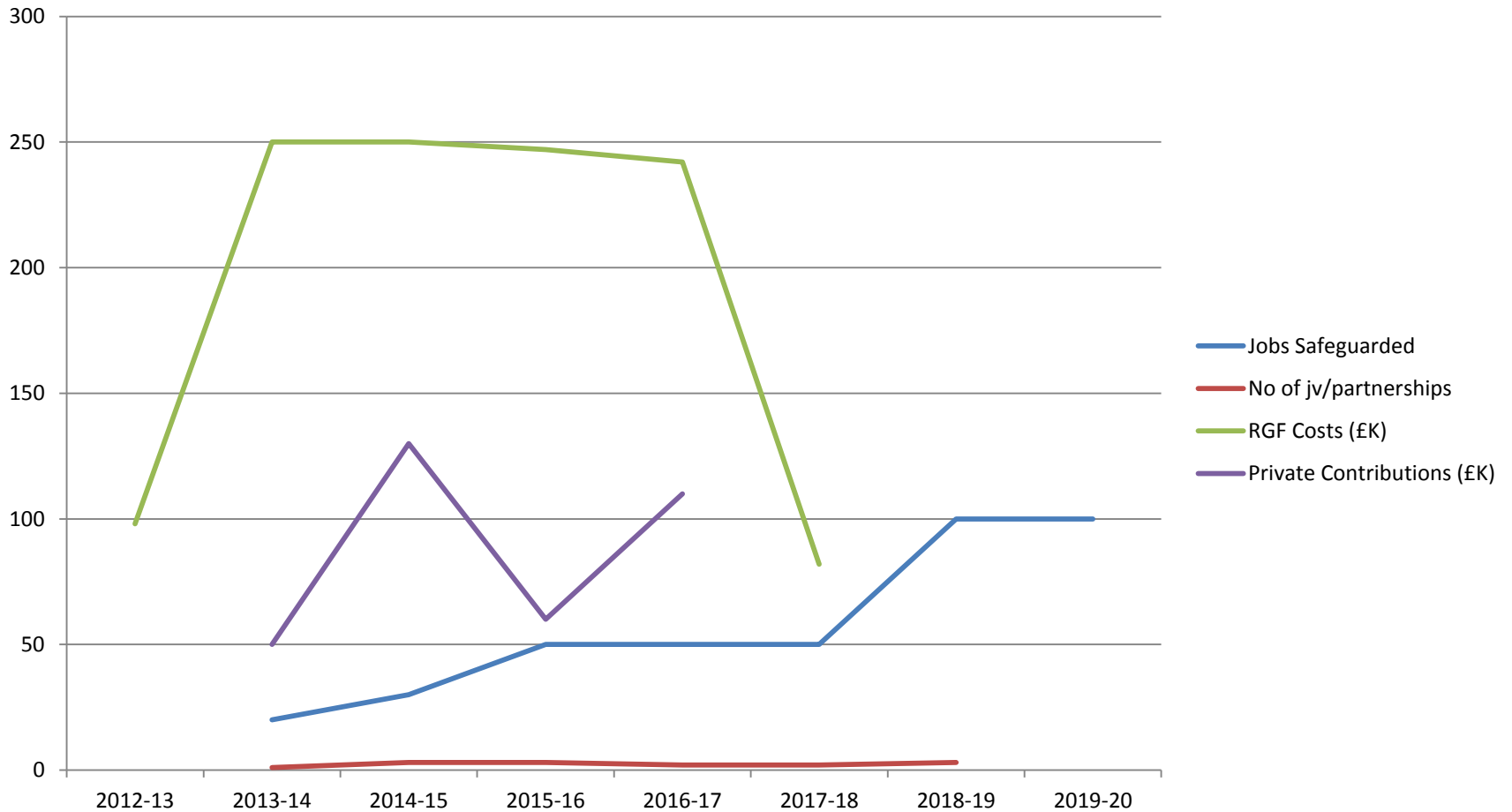
How

- Co-ordinate business ambassadors with international experience to lead on engagement with key decision makers and to promote the region as a place to invest.
- Deliver a programme of inward and outward trade missions and events.
- Deliver International Renewable Energy Forum in the region for 2014 and 2016.

Risks and constraints

- Lack of interest from the private sector
- Challenges of penetrating existing international supply chains
- Failure to engage with international customers
- Failure to engage with key decision makers
- Failure to be competitive in an international environment

Activity and Financial Schedule



Outcomes

- The Humber established as an international centre for renewable energy
- Additional jobs created and sustained in the local economy from servicing Siemens tier 1 & 2 investors and by engaging in the value chain.



Thank you

