



Report to the Green Port Growth Programme Board

Date 26th July 2013

Name of report – Exhibition and Marketing Activity

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Recommendations.

- 1.1. That the Board agree to support the UK based Humber Renewables exhibition programme and continue to provide subsidies for participating H&ERY companies, recognising the value of B2B and networking opportunities provided by exhibitions.
- 1.2. That the Board agree on an appropriate level of staffing from the private/public sector for the exhibitions going forward.
- 1.3. That the Board agree to the GTH programme funding Humber Renewable exhibitions until December 2014. There after the GPGP will fund the UK exhibitions for an agreed period of time subject to the re profiling of budgets and outputs being agreed by the project delivery teams.
- 1.4. That the Board agree to support the refresh Humber Renewables Brochure.
- 1.5. That the Hull and Humber Chamber present an inception report to the next GPGP board including recommendations and market options.

1. Background:

- 1.1 The GPGP agreed to support company attendance at a series of renewable energy exhibitions. The paper provides an overview of this activity and identifies future marketing opportunities.

2. Exhibition Marketing Activity

- 2.1 The events supported by the Green Port Growth Programme (GPGP) where Humber Renewables have exhibited so far include:
 - RenewableUK Annual Conference, Glasgow, October-November 2012
 - All Energy, Aberdeen, May 2013
 - RenewableUK Offshore Wind, Manchester, June 2013
 - RenewableUK Annual Conference, Birmingham, November 2013 (still to be undertaken)
- 2.2 Each event has seen between 10 -12 companies exhibiting under the Humber Renewables branding, with space on the stand selling out very quickly.

Examples of the exhibitions stands are illustrated below.



Figure One – Humber Renewables Stand (left) at RenewableUK Offshore Wind, June 2013 and (right) at All Energy, May 2013.

2.3 The average cost to the GPGP for supporting each exhibition can be broken down as follows:

Event Management Fee (THMA)	=	£2,200
Hull & ERYC participation	=	£4000 - £5000
Plus a subsidy per eligible H&ER company	=	£600.00

2.4 To date 32 companies have participated in the exhibition programme 11 of which were based in H&ERY and eligible for support through the GPGP.

3. Feed back and contacts made

- 3.1 Companies are unanimous in their feed back that marketing support offered by the GPGP has enabled them to attend the exhibitions and in particular being part of a collaborative Humber Renewables stand has given them a professional platform on which to promote their services and products to a wider renewable energy sector audience. Something they would not be able to achieve individually due to financial and logistical constraints.
- 3.2 They believe it is essential for the Humber region to move forward and showcase not only the Humber's assets but the capabilities of its indigenous supply chain.
- 3.3 A number of the businesses made new contacts, a number of discussions are still ongoing and could lead to potential new contracts. Indeed two companies reported that new contacts had already been to visit their facilities following the exhibitions. **See appendix A**
- 3.4 The local authorities through the LEP have provided specific site information to a company which produces towers and foundations for the offshore wind sector.

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4. Future Programme of Events

- 4.1 The Humber LEP has identified a future programme of exhibition for 2014 which was approved by their Marketing Group on 18th July 2013.
- 4.2 Future exhibition programme:
- EWEA, Annual Conference, Barcelona, March 2014
 - All Energy, Aberdeen, 2014
 - RenewableUK Global Offshore Wind, tbc, June 2014
 - RenewableUK Annual Conference, tbc, November 2014
- 4.3 The Marketing Group has subsequently submitted a report to the GPGP Board recommending that the Board endorse their decision to support the programme of events for 2014 and also to consider supporting a refresh of the Humber Renewables brochure with costs for both activities being shared between the RGF2 & 3 programmes. **See Appendix B**
- 4.4 RGF3 - Growing the Humber (GTH) is already committed to supporting and resourcing future Humber Renewables marketing activity and will provide subsidies for eligible South Bank companies, mirroring that already established by the GPGP.
- 4.5 It should be noted that the GTH is a two year programme and due to its condensed timescales for delivery needs to achieve programme spend by Dec 2014, whereas the GPGP has an end date of March 2018.
- 4.6 To ensure that there is a prolonged Humber Renewables marketing presence at agreed renewables events consideration should be given to the possibility that the GTH could cover the full cost of the Humber wide exhibition programme up to the end of 2014 with the GPGP funding exhibition programme beyond 2014 for an agreed period of time/cost.
- 4.7 This would obviously impact on the financial profiling of the GPGP Inward Investment strand and therefore discussion would need to take place at project delivery level to ensure that appropriate budget re profiling was achieved.
- 4.8 The progress of the Governments Energy Policy has impacted on the time scales of the offshore wind sectors decision making processes. It is expected that investor activity will ramp up considerably in 2015 and be captured under the GPGP activity.

5. Staffing resourcing

- 5.1 It has become the norm that participating companies are accompanied by a representative from the relevant local authority. However, this has been difficult to achieve in current, more austere times and is not an effective use of finite resources. A more appropriate approach could be for one representative of the Green Port Growth Partnership or the LEP to represent all companies attending. This is compliant with the approach of the other strands of the programme.

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6. Green Port Hull Desks

- 6.1 Hull and Humber Chamber is in the early stages of developing a programme of activity which will by exploiting its unique chamber to chamber relationships result in the establishment of Green Port Hull Desks located within existing international markets.
- 6.2 The desks will act as in market contact points for information on Green Port Hull and provide opportunities for investment and bilateral trade by signposting back to the region. Desk would also be supported by promotional in market activity and market visits.

Initial activity will be focused on information gathering e.g.:

- Identifying supply chain companies that are not likely to be in the Siemens supply chain e.g. manufacturers of cables, concrete foundations; steel jacket foundations, tower manufacturers, turbines substations etc.
- Identify markets where there is a critical mass of such companies and engage with Chambers in those markets to explore the option to co- locate GPH Desks at their Chambers. In the short term the focus will be on Northern European. Research may need to expand to consider far markets that have ambitions to enter the renewable sector such as China, South Korea and India who may find the UK market attractive since there are fewer or no established supply chains.
- Host costs will vary for each market depending on whether GPH Desks will be manned by a dedicated person or that the host chamber provides a number of man hours to staff the desks.
- Draft TOR's for the management of the GPH Desks and expected outcomes.
- Identify in consultation with the GPHB four leaders in the first instance from the private sector to drive forward the Ambassador project.

7. Conclusion

- 7.1 Whilst it is evident that little tangible business has been delivered the programme of exhibitions does provide good B2B and networking opportunities for local companies and the 'place marketing' keeps Green Port Hull on the radar of the sector. Although B2B engagement is usually at junior manager level there appears to be some benefit in attending the UK based exhibitions although it is not considered beneficial to attend the EWEA exhibition in Barcelona.
- 7.2 Post the Green Port Hull announcement a more targeted and focused approach to inward investor engagement will be delivered by the GPGP through series of one to one meetings, workshops and dinners and will target **key decision** makers both in the UK and overseas.

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Appendix A

Humber Renewables Exhibition – Company Feedback - removed for confidentiality

