

Objective 1 – Global Competitiveness

Target 1 – Global Business and Foreign Direct Investment

Increase the percentage of businesses located in the South East operating internationally from an estimated 8% in 2003 to 12% by 2016, maximising the South East's share of global Foreign Direct Investment

Action 1.1 – Fully exploit the opportunities presented by the creation of a single regional team encompassing trade and investment, underpinned by a joint trade and investment regional strategy.

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<p>Regional Trade & Investment Strategy Develop a strategy to reflect a wider new approach to supporting Global Competitiveness.</p> <p>A Global Markets unit has been established within SEEDA that brings together inward investment, investor development, innovation and sector consortia activity. Team plans including trade have been developed in line with the new strategic direction.</p>	<p>07/08 target:</p> <ul style="list-style-type: none"> • 62 foreign investments • 3,000 jobs created/safeguarded (forecast over three years) • At least 75% of inward investment successes to be knowledge driven 	<p>UK Trade & Investment South East, SEEDA, Sector Consortia, Other public and private sector partners</p>	●	●	●	£60M (based on £6M p.a. - 06-07 figure)	SEEDA, UK Trade & Investment
<p>Promoting Key Sectors Develop a highly targeted, sector approach to inward investment and trade activity by developing industry-</p>	<p>Farnborough Aerospace Consortium targets: 30 inward investment leads and 20 trade leads, 120 business supported.</p>	<p>Sector Consortia, UK Trade & Investment South East, SEEDA</p>	●			£300,000	SEEDA

<p>led strategies with SEEDA's Sector Consortia.</p> <p>Research into opportunities in global markets for each Sector Consortia is currently at a planning stage.</p> <p>SEEDA funded International Trade Sector Advisors will lead on virtual intelligence forums and will work with sector consortia to develop and implement an international strategy.</p>	<p>Other consortia targets are being developed.</p>						
<p>International Partnering Develop a programme to support international business to business partnering opportunities.</p> <p>Policies to respond to new models of inward investment are currently being investigated.</p>	<p>Target to be set this year following recommendations of ongoing review.</p>	<p>UK Trade & Investment South East, SEEDA</p>	●	●	●	£2M	SEEDA
<p>Internationalising Innovating Companies Identify innovative Research & Development companies and support them in developing their international business.</p> <p>A targeting framework for trade development has been created which is R&D focused.</p>	<p>20% of companies on the passport to export scheme will be innovative, Research & Development companies. 75% of inward investment successes will be hi-tech, knowledge driven companies. This has been achieved in 2007-08 and the target for 2008-09 has been increased to 25%.</p> <p>Through UK Trade & Investment's Global Partnerships programme, identify at least 6 international Research & Development opportunities.</p> <p>Process has been established to</p>	<p>UK Trade & Investment South East, SEEDA</p>	●	●	●	Core funding	SEEDA, UK Trade & Investment

	communicate opportunities to business support organisations across the region.						
<p><u>Cross Cutting Issues</u></p> <p>Culture, Sport, Leisure & Creative Industries</p> <ul style="list-style-type: none"> • Inward tourism is a growing sector and needs to be recognised in the development of a highly targeted approach to the growth of new markets and encouragement of inward investment. <p>Europe</p> <ul style="list-style-type: none"> • Influence and exploit opportunities from the renewed Market Access Strategy which will help develop the opening of world markets to EU Trade and to facilitate trade with countries such as India and China. 							

Action 1.2 – Strengthen the international network of global partners from similar high performing regions overseas.

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
International Network of Partners Continually review where the best opportunities exist and partners to work with to promote the region's strengths.	Identify at least four new strategic partners in 2007/08.	UK Trade & Investment South East , SEEDA, Sector Consortia	●	●	●	Core funding	SEEDA

Action 1.3 – Further develop a programme of aftercare support for investors as part of a broader Investor Development Programme.

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<p>Internationalise the Investor Development Programme Develop closer links with parent companies of foreign-owned South East companies.</p>	<p>50 corporate Head Quarters of strategic investors to be contacted during 07/08.</p> <p>10 new trade and/or investment leads generated.</p>	SEEDA , UK Trade & Investment	●	●	●	Core funding	SEEDA
<p>Recent Investors Assist recently established foreign owned companies with high growth potential to grow locally and internationally. UKTI SE will use International Trade Mentors and the International Trade Advisors to deliver trade services to strategic investors in the region.</p> <p>Options are being explored to ensure that every new foreign company that establishes an operation in the region has an account manager for at least 3 years.</p>	<p>All new investors to be contacted:</p> <ul style="list-style-type: none"> - on arrival; - after six months; - after 12 months <p>At least 15 trade leads generated per year</p>	SEEDA , Economic Partnerships, UK Trade & Investment	●	●	●	Core funding	SEEDA

Action 1.4 – Develop and utilise the offer of the Greater South East’s collective strengths by working with regional partners in London and the East of England.

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<p>Greater South East Build links with fellow Regional Development Agencies in Greater South East in early stage investment, cluster & supply chain development, inward investment & trade, innovation, knowledge transfer and skills.</p> <p>Joint overseas presence with Think London has been established in Korea and with SWERDA in India.</p> <p>R&D trade focused events have been held in conjunction with the London Development Agency organised by the London Technology Network.</p> <p>SEEDA is currently working with LDA and EEDA to create a central marketing unit to promote the Thames Gateway as a business location for foreign companies.</p>	<p>Set up one joint overseas presence with either Think London or East of England International. 10 firm investment leads identified in first year of operation.</p> <p>3/4 joint events with East of England Development Agency, London Development Agency and the South West RDA to assist business to identify global Research & Development opportunities and develop partnerships, 75 companies from SEEDA region to attend.</p> <p>With Think London and East of England International, develop ongoing strategy to promote the Thames Gateway as a location for Foreign Direct Investment.</p> <p>Develop joint plans for the Greater South East and Thames Gateway for a</p>	<p>SEEDA, East of England Development Agency, London Development Agency, Higher Education South East, Association of Universities in the East of England</p>	●			Core funding	SEEDA, London Development Agency, East of England Development Agency
			●			£280,000 shared between the four events	UK Trade & Investment
			●	●	●	From core funding	SEEDA, London Development Agency, East of England Development Agency
			●			From core funding	SEEDA, London Development

coherent approach to infrastructure, innovation, enterprise, globalisation and skills.							Agency, East of England Development Agency
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Cross Cutting Issues

Culture, Sport,
Leisure & Creative
Industries

- Work with partners in the Greater South East to capitalise on the growth potential of the creative and cultural industries.