



# BEXA

## NEWSLETTER

### Christmas 2010

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(est. 1940)  
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TO SUPPORT, REPRESENT AND PROMOTE THE INTERESTS OF THE UK EXPORTING COMMUNITY

## Chairman's word

2010—A Year of Change

As the year draws to a close, we can reflect on a year that started with a Labour government that managed to improve ECGD's business principles, and we are ending with a coalition government that has instigated seven consultations so far with relevance to trade. We are seeing the promised green shoots, but when trade picks up will we see Germany, France, China and Brazil, whose exporters are well supported by their governments, overtake UK in winning export orders? BEXA is continuing to press for, at minimum, comparable support.

With best wishes for a relaxing Christmas and a prosperous New Year. **Susan Ross**

## Bond Support

The following is an extract from an article in the Evening Standard of 17th November: "Customers are increasingly asking for bank bonds as a guarantee of performance for publicly funded projects worldwide and for engineering and oil industry contracts, according to the trade body the British Exporters Association (BEXA). It warns that British firms are struggling to compete internationally against active, and cheap, competition from the developed world, plus emerging markets like Brazil and China. Susan Ross, BEXA's chairman, says: 'The government needs to use its balance sheet as an enabler for exporters where banks have limited appetite following the recession.'"

The article went on to say: "Export credit insurance is available from commercial providers, the Government's EFG (Enterprise Finance Guarantee) scheme may provide cover where there is limited commercial appetite." [Note: this should have referred to ECGD not EFG].

BEXA is pleased to note that the Standard also drew attention to BEXA's Guide to Successful Exporting.

(A copy of the full article was circulated to members on 17th November).

## BEXA Interview

**Lyllal Syme, Manager, International Trade, Tata Steel** agreed to be interviewed:

- 1) What percentage of your sales are UK exports? **c. 50%.**
- 2) What is the greatest issue of concern affecting your exports/sales at present? **Uncertainty about the economic recovery, particularly in our main markets in Europe and the US, is hitting customer confidence and hampering our ability to benefit from favourable exchange rates. The impact of the EU's climate change policies on our international competitiveness is a major overriding concern.**
- 3) What more should the government be doing to boost UK exports?  
**The UK is an open market - the government should try to ensure that export markets are equally open. The government must promote policies to ensure that UK exporters are able to compete on a level playing field with exporters from Russia, China and elsewhere. The rapid growth of China, where it is impossible to divorce the state from business, and where exporters face few of the constraints we do in the UK, is a particular concern.**
- 4) What was your greatest export/trading success in the last couple of years? **Difficult to single out one particular success, but our Tubes business won the contract to supply steel products for Durban's \$900m new airport, a key part of South Africa's World Cup infrastructure. This success - against local and other international competition - proves that UK exporters can compete and win.**
- 5) What is the main benefit of membership of BEXA?  
**BEXA provides a valuable voice for all exporters. Offers the ability to benefit from the wealth of knowledge and experience of the Membership, particularly on the more financial aspects of exporting.**

**Robert Vaughan from Tata Steel was the GTR BEXA Young Exporter of the Year 2010**

BEXA's Annual Lunch  
on 18th October 2010  
in the Egyptian Hall,  
Mansion House,  
London



## Significant Dates in 2011

- January 1 - Incoterms 2010 becomes operative. Copies available to members at a special rate.
- March 1-2 - 'Insuring Export Credit & Political Risk', Seminar, London. A discount applies for BEXA members (See [www.bexa.co.uk](http://www.bexa.co.uk))
- April - The Bribery Act 2010 comes into force.

## BEXA news

- BEXA seminar 'Finding New Markets' will be held on March 22nd at RBS, 280 Bishopsgate.
- BEXA's Guide on Export Compliance will be launched at the seminar. Members interested in placing a notice in the Guide should contact the Director.
- The BEXA Annual Review 2009-2010 was issued on 18th October 2010.
- £1,495 was collected at the Annual Lunch for the Lord Mayor's Charity supporting the London Symphony Orchestra and the Cricket Foundation.
- BEXA has submitted a response to the Ministry of Justice's consultation on possible harmonization of European contract law - which BEXA does not support.
- BEXA has also responded to the BIS Trade White Paper consultation.

## BEXA Quiz

What is UK's biggest visible export by value?

First correct answer drawn from a hat wins a bottle of organic gin, thanks to BEXA member, London & Scottish International. Answers by December 31st to [hughbailey@bexa.co.uk](mailto:hughbailey@bexa.co.uk)

**Juniper Green**  
**ORGANIC**  
*London Dry*  
**Gin**