



# BEXA

## NEWSLETTER March 2010

British Exporters Association  
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TO SUPPORT, REPRESENT AND PROMOTE THE INTERESTS OF THE UK EXPORTING COMMUNITY

### Chairman's word

BEXA has been busy with the launch of the Manifesto for Exporting. We received good coverage in The Economist and elsewhere (links below). The Manifesto was developed because post-Election there will be public spending cuts. We felt that we should set out what sort of export support is necessary: in particular, the useful parts of UKTI must not be diminished and the services provided by ECGD should actually be enhanced. We called for a strong trade strategy led by a Secretary of State for Trade from the Lords (to lead trade missions and not be constrained by constituency or voting obligations). The UK is really going to need exports to dig itself out of recession and create sustainable jobs. At the Manifesto launch we released BEXA's research showing how ECGD has fallen behind by comparison with other Export Credit Agencies. This research has excited much interest from trade journalists and amongst ECAs themselves. I am pleased that on March 11th the Daily Telegraph published my letter calling for the promotion of British exports to be high up on the political parties' lists of priorities.

Susan Ross

*Economist*—[http://www.economist.com/world/britain/displaystory.cfm?story\\_id=15549013](http://www.economist.com/world/britain/displaystory.cfm?story_id=15549013)

*Daily Mail*—<http://www.dailymail.co.uk/money/article-1253016/CITY-FOCUS-Summit-puts-style-substance.html>

*Trade Finance*—<http://www.tradefinancemagazine.com/Article/2397832/BEXA-launches-trade-manifesto.html>

*Global Trade Review*—[http://www.gtreview.com/trade-finance/global-trade-review-news/2010/February/BEXA-launches-exporting-manifesto-\\_7963.shtml](http://www.gtreview.com/trade-finance/global-trade-review-news/2010/February/BEXA-launches-exporting-manifesto-_7963.shtml)



Press Conference launching Manifesto, February 22nd

### Official Party Policies

For the Conservatives, George Osborne, shadow Chancellor, set out his case for a new economic policy on February 2nd. He highlighted the importance of exporting to the UK's recovery, better delivery of UKTI services, the need to benchmark government support for export against our competitors, and making the most of expertise in our embassies. BEXA is trying to get the other parties to focus on exporting. Please let BEXA know if you have good political contacts. [http://www.conservatives.com/News/Speeches/2010/02/George\\_Osborne\\_Mais\\_Lecture\\_-\\_A\\_New\\_Economic\\_Model.aspx](http://www.conservatives.com/News/Speeches/2010/02/George_Osborne_Mais_Lecture_-_A_New_Economic_Model.aspx)

### Meanwhile, in the USA ...

President Obama spoke at US ExIm Bank's 2010 conference on March 11th on how his National Exports Initiative would create 2 million new US jobs by doubling exports over the next five years. <http://www.whitehouse.gov/the-press-office/president-obama-details-administration-efforts-support-two-million-new-jobs-promoti>

### Bank Guarantees

The new International Chamber of Commerce URDG 758 rules for bonds and guarantees will become operative from July 1st 2010. There will be a presentation on the practical aspects of the new rules at BEXA's seminar on May 26th. A 2010 Europe Guarantee & Standby Forum is being held in London on May 18th at Clyde & Co. It is sponsored by the Institute of International Banking Law & Practice and Clyde & Co. in co-operation with BEXA. Reduced rates available to members. [See BEXA circular, 23/02/10: FW: 2010 Europe Guarantee & Standby Forum returning to London].

### New BEXA Guide – Export Compliance

Susan Ross, the Guide's editor, would like stories/anecdotes demonstrating aspects of compliance (good or bad) for the new Guide. They will be published on a 'no names' basis.

### BEXA Interview

Tony Shepherd of Alderley plc is our second interviewee.

- 1) What percentage of your sales are UK exports? **80%**
- 2) What is the greatest issue of concern affecting your exports at present?  
**Bank finance and ECGD support**

3), What more should the government be doing to boost UK exports?

**Government should instruct ECGD to study the needs of different exporting sectors, in particular regarding bond support.**

4), What was your greatest export success in the last couple of years?

**A €6m order for metering systems from Algeria, previously an Italian and US market.**

5), What is the main benefit of membership of BEXA? **Providing exporters with a clear and sharply focused voice, eg on the importance of the balance of payments.**

### Some Forthcoming Events

**BEXA AGM, Seminar, and Spring Reception - May 26<sup>th</sup> 2010.**

- 12.45pm: BEXA's **AGM**, Local Government House, Smith Square, Westminster. Then:
- 2.30pm: **BEXA seminar on Latin America and current export issues**, sponsored by **Santander**.
- 7.00pm: **BEXA's Spring Reception**, sponsored by **Aon** and **Coface UK**, Terrace of the **House of Commons** from 7.00pm. (Arrive at 6.30pm). Our host is **Geoffrey Clifton-Brown MP, Shadow Minister for International Trade & Development**.

#### Meeting with ECGD Chairman

BEXA is meeting Guy Beringer QC, ECGD's new Chairman, on March 24<sup>th</sup>. Please let Hugh Bailey know if there are any issues you would like BEXA to raise.

#### Coface Country Risk Conference, Manchester

On June 9<sup>th</sup> BEXA will have a stand at this Coface Conference. Members welcome. Details to be circulated.

#### BEXA Annual Lunch – October 18<sup>th</sup> 2010

Monday, October 18<sup>th</sup> at the Mansion House.

### News from Members

**Keith Johnson Consulting Ltd.** and Bank of London & the Middle East have structured an Islamic trade finance facility for Rank Metal Co. Ltd of Bedford. It is Sharia-compliant and was cemented at BEXA's Annual Luncheon last October.

<http://www.bexa.co.uk/docs/KJCL%20Press%20release%20re%20Rank%20facility%20040210.doc>

**AON 2010 Political Risk Map** will be of interest - [http://www.aon.com/risk-services/political-risk-map2/map/Interactive\\_Risk\\_Map/2010\\_Political\\_Risk\\_Map/index.html](http://www.aon.com/risk-services/political-risk-map2/map/Interactive_Risk_Map/2010_Political_Risk_Map/index.html)

### NEW BEXA QUIZ

Who said "exporting is fun"? First correct entry drawn on April 7th will win a bottle of Juniper Green Organic Gin kindly donated by **London & Scottish International Ltd.** Reply to [hughbailey@bexa.co.uk](mailto:hughbailey@bexa.co.uk).

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