



# BExA

## NEWSLETTER March 2012

British Exporters Association  
(est. 1940)

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

### Chairman's word

Last November, Lord Green, the Trade Minister, launched the National Export Challenge, gave us a target of getting 100,000 businesses to start exporting and changed the name of ECGD to UK Export Finance. The Government now has its sights on achieving £1trillion of exports per annum by 2020 (up from £450bn now).

It's a year since UK Export Finance launched its revitalised short term export credit insurance; Bond Support and Working Capital support followed soon after. In total these new products enabled some £143m of exports. BExA will shortly be collating views on how these products can be improved, but, in the meantime, we have asked UKEF to make short term export credit insurance cover available to companies with export turnover of up to €2m in cases where it is uneconomic for commercial insurers to provide cover.

Notwithstanding our efforts, we think we will also need some help from the world economy. So, if you see some green shoots, please let us know!

Susan Ross



David Benton (right) (Rolls-Royce), Chairman of BExA's Industry Committee, talking to John Snowdon, UK Export Finance, at a recent BExA function.

### BExA Interview

Chris Siegl of Sovereign Star Trade Finance agreed to be interviewed:

**What service does your company provide for UK exports?** Sovereign Star specialises in providing ECGD-backed export finance for UK SME's that export capital and semi-capital goods and associated services. It lends to the overseas buyer without seeking a bank guarantee and pays the UK exporter on performance in accordance with the export contract. Loans are for £100,000-£10m over 2-5 years.

**What is the greatest issue of concern affecting your export finance at present?** The relatively low level of uptake by UK exporters of export finance compared to their competition in the Americas and continental Europe. The generally low level of international commercial and financial awareness and expertise of UK SME's. The threat of losing English Common Law in the negotiation and application of UK commercial contracts.

**What more should the government be doing to boost exports?** Ruthlessly battle overseas for British commercial interests. Drop the "globalisation" mantra which has only spelt greater uniformity within the EU and lost market share in the expanding and more profitable non-EU markets UKTI to give greater emphasis to understanding the product demand cycle of the expanding economies, how overseas companies and countries meet that demand and what we need to do compete with them. In assessing exporter risk, ECGD should put greater emphasis on an exporter's ability to perform rather than balance-sheet considerations and provide support geared to this. This is particularly relevant to the Working Capital and Bond Support programmes. Ensure ECGD has appropriate staff resources to meet the growing demand for its services.

**What was your greatest export financing success in the last couple of years?** Increasing our loan portfolio in South America and keeping our loan repayment record at 100%.

**What is the main benefit of membership of BExA?** Feedback from its diverse membership on the problems and expectations of the UK exporting community and the ability to lobby such issues at ministerial level.

### Dates for the diary

19/4/12	Industry Committee
10/5/12	BExA AGM and Council
10/5/12	BExA seminar
10/5/12	BExA Spring Reception at House of Commons
21/6/12	Industry Committee
13/9/12	Council meeting
28/9/12	<b>Annual Luncheon at Mansion House</b>
18/10/12	Industry Committee
22/11/12	Council meeting

### Significant Points

**UK Export Finance** will soon be consulting on their four new products launched in 2011

HMG has decided there will be no charge for issuing **export licences**.

BExA's next Guide will cover **Innovation in Export**. There will also be an update of the **BExA Guide to On-demand Contract Bonds**.

Since January, BExA has met **EGAC (the Export Guarantees Advisory Council)**, HM Treasury, and Nick Baird, Chief Executive of UKTI.

### GTR BExA Young Exporter Of The Year

Look out for BExA's circular inviting applications for this Annual Award held in co-operation with GTR, which brings recognition to a capable young British exporter.

Last year's winner was Paul Sanderson, 26, Senior Commercial Officer, Rolls-Royce.

### WELCOME into membership

Citibank, GE Capital Markets, MAN Diesel & Turbo UK, and XL



*half price subscription - for corporates attending BExA DNCC export seminar on 29<sup>th</sup> March 2012*

## **Application for Membership of The British Exporters Association**

For consideration by the Association's Council

1. Applicant Company:

Name:  
Registered Address:  
Postcode:  
Company registration number:  
Web-site:

2. Representative:

Name:  
Job Title:  
Postal Address (if different to registered address):  
e-mail address:  
Office Telephone:                      Mobile Telephone:

3. Accounts:

Link to the company's last available audited accounts:  
*(or send a hard copy to BExA Director)*

4. Export Business:

Manufacturer     Bank     Insurer/Broker     Export House     Other

Description of export business (*Please attach a company annual report and promotional material if available*).

Main export markets:

Main reason for wanting to join BExA:

Number of employees engaged in UK export-related activities:

1-25     Over 25

**Annual Subscription 2012:** 1 - 25 employees: £243, **special rate: £122 + VAT**; Over 25 employees: £805, **special rate: £402 + VAT**. Council reserves the right to call for an audited statement of the number of employees engaged in export.

Signed by Representative \_\_\_\_\_ Date: \_\_\_\_\_

Please return to: The Director, British Exporters Association, Broadway House, Tothill Street, London SW1H 9NQ